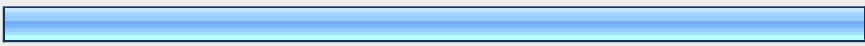
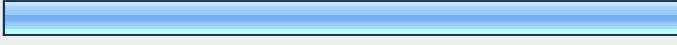

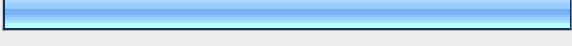


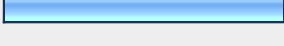
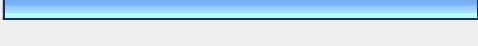





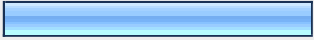






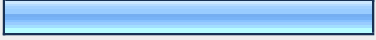
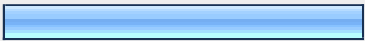







Central Sierra Connect Household Demand - Random Telephone Survey Nov08

| 1. Which of the following plans do you subscribe to in your household? (select all that apply) | | | |
|--|--|--------------------------|----------------|
| | | Response Percent | Response Count |
| Land-line telephone (traditional phone) |  | 95.2% | 375 |
| Cell phone calling plan |  | 74.4% | 293 |
| Cell phone data plan |  | 8.4% | 33 |
| Internet service plan |  | 62.4% | 246 |
| Mobile broadband for PC |  | 2.8% | 11 |
| Voice Over Internet Protocol (VoIP) |  | 0.5% | 2 |
| Cable television |  | 30.7% | 121 |
| Satellite television |  | 52.3% | 206 |
| Bundled services (specify the service bundle below, for example internet, TV, phone) |  | 9.6% | 38 |
| Other (please specify) |  | 3.6% | 14 |
| | | answered question | 394 |
| | | skipped question | 2 |

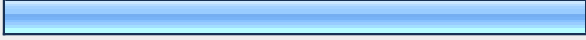
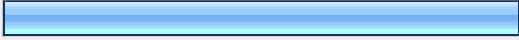
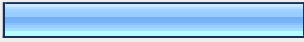
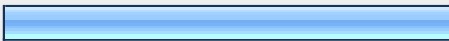
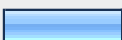
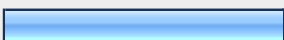
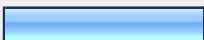
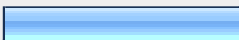
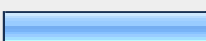
2. Which of the following best describes your internet service plan at home?

| | | Response Percent | Response Count |
|-------------------------------|---|---------------------------------|----------------|
| I don't have internet at home |  | 10.5% | 41 |
| Dial-up |  | 22.6% | 88 |
| ISDN | | 0.0% | 0 |
| Satellite internet |  | 15.9% | 62 |
| DSL |  | 33.8% | 132 |
| Cable TV modem |  | 8.2% | 32 |
| Wireless broadband (antenna) |  | 5.4% | 21 |
| Not sure / don't know |  | 0.3% | 1 |
| Other (specify below) |  | 3.3% | 13 |
| | | Other (please specify) | 19 |
| | | <i>answered question</i> | 390 |
| | | <i>skipped question</i> | 6 |

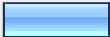
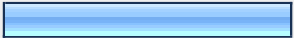
















3. DSL and cable TV modem are some examples of high-speed internet service which we refer to as broadband. If you don't subscribe to some type of broadband internet service at home, why not? Choose all that apply.


| | | Response Percent | Response Count |
|--|---|--------------------------|----------------|
| I subscribe to broadband (if so, move on to next question) |  | 40.6% | 151 |
| Broadband is not available for my household |  | 39.5% | 147 |
| Broadband is too expensive |  | 6.2% | 23 |
| I don't want or need it |  | 7.5% | 28 |
| I don't have a computer or internet capable device |  | 4.3% | 16 |
| I Don't know how to use it |  | 1.9% | 7 |
| Disabilities or language proficiency prohibit my use | | 0.0% | 0 |
| I can get broadband somewhere else (list below) |  | 0.8% | 3 |
| I am concerned about security (children's use, etc.) |  | 0.8% | 3 |
| Other (please specify) |  | 2.4% | 9 |
| Describe other: | | | 18 |
| | | answered question | 372 |
| | | skipped question | 24 |


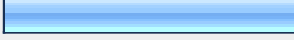
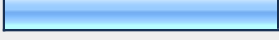
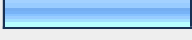


4. Sometimes people report constraints or frustrations with internet service. Please list any of the following that may be experienced by members of your household (check all that apply)

| | | Response Percent | Response Count |
|---|---|-------------------------|-----------------------|
| My service is too slow when emailing or surfing the internet |  | 64.3% | 171 |
| I have gaps in connection, inconsistent speeds or unreliable service |  | 56.8% | 151 |
| I am limited to how much I can download per day or month |  | 33.1% | 88 |
| Large files (video, photos, music) take too long to download |  | 49.2% | 131 |
| I am unable to make good quality phone calls over the internet |  | 12.8% | 34 |
| I am unable to use video communication or watch streaming video |  | 30.8% | 82 |
| I would like to work from home but internet connection is not good enough |  | 21.8% | 58 |
| I am unable to get the support or assistance I need |  | 25.9% | 69 |
| I am unable to use certain applications (specify) |  | 22.2% | 59 |
| | Other (please specify) | | 29 |
| | answered question | | 266 |
| | skipped question | | 130 |

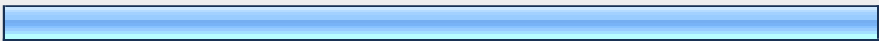
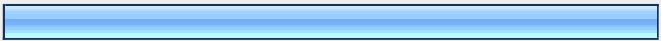
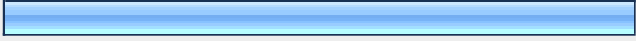

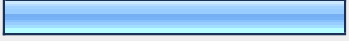

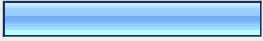

5. If you have internet, what is the name of the company that provides your internet access?

| | | Response Percent | Response Count |
|-----------------------------|---|------------------|----------------|
| Don't have an internet plan |  | 11.5% | 37 |
| AT&T |  | 31.7% | 102 |
| Calaveras Telephone | | 0.0% | 0 |
| Comcast |  | 9.3% | 30 |
| Golden State Cellular |  | 0.6% | 2 |
| Frontier |  | 1.2% | 4 |
| Goldrush |  | 3.4% | 11 |
| Hub3 |  | 1.2% | 4 |
| Hughesnet |  | 2.2% | 7 |
| Mother Lode Internet |  | 9.6% | 31 |
| Nextel | | 0.0% | 0 |
| Rapid Link |  | 0.6% | 2 |
| Sierra Cellular | | 0.0% | 0 |
| Sierra Surfin' |  | 0.3% | 1 |
| Sierra Telephone |  | 4.7% | 15 |
| Sprint | | 0.0% | 0 |
| T-Mobile |  | 0.3% | 1 |
| TDS Telecom |  | 0.3% | 1 |
| ThrockWISP | | 0.0% | 0 |
| TracFone |  | 0.6% | 2 |
| Verizon |  | 0.6% | 2 |
| Volcano Communications |  | 6.2% | 20 |
| Vonage | | 0.0% | 0 |
| Wild Blue/Dish |  | 6.8% | 22 |
| Independant provider | | 0.0% | 0 |

| | | | |
|--|---|--------------------------|------------|
| Other (specify) |  | 8.7% | 28 |
| Other service provider not listed (please specify) | | | 92 |
| | | answered question | 322 |
| | | skipped question | 74 |

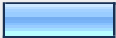

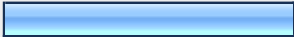
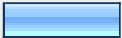

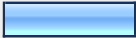


| 6. Approximately how many hours does your household spend on the internet each week? | | | |
|--|---|--------------------------|----------------|
| | | Response Percent | Response Count |
| 0 |  | 9.9% | 38 |
| 1-10 |  | 32.0% | 123 |
| 10-25 |  | 30.2% | 116 |
| 25-50 |  | 20.6% | 79 |
| 50-100 |  | 6.5% | 25 |
| over 100 |  | 0.8% | 3 |
| | | Other (please specify) | 5 |
| | | answered question | 384 |
| | | skipped question | 12 |

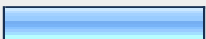
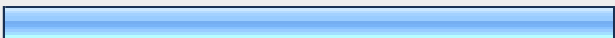


7. Which of these low speed internet applications do you think are valuable to your household? (check all that apply)

| | | Response Percent | Response Count |
|--|---|---------------------------------|-----------------------|
| Email |  | 96.7% | 349 |
| Shop, product reviews, buy presents/gifts (Amazon, EBay, Etsy) |  | 72.0% | 260 |
| Look at events calendars, online news, classified searches (Craigslist, local online hubs) |  | 69.5% | 251 |
| Find information, services and support (InfoNet, Yelp) |  | 69.8% | 252 |
| Schoolwork or education |  | 37.4% | 135 |
| Online banking/accounts, pay bills |  | 61.5% | 222 |
| Taxes, payroll/bookkeeping or legal services |  | 28.3% | 102 |
| Community forums and EGovernment |  | 32.1% | 116 |
| | | <i>answered question</i> | 361 |
| | | <i>skipped question</i> | 35 |


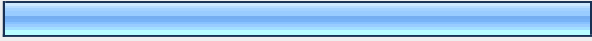
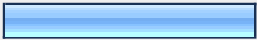

8. Which of these broadband applications do your think are valuable to your household? (check all that apply)

| | | Response Percent | Response Count |
|--|--------------------------|-------------------------|-----------------------|
| Share photos or videos | | 75.7% | 256 |
| See and talk to family or friends using webcam | | 34.6% | 117 |
| Watch, purchase and download movies, TV shows or other entertainment | | 27.8% | 94 |
| Listen to music, podcasts or audio books | | 47.6% | 161 |
| Online gaming | | 32.5% | 110 |
| Social networking (MySpace, Facebook, YouTube, Linked-In) | | 43.2% | 146 |
| Online education (local and distance) | | 53.0% | 179 |
| Make long distance internet phone calls (VoIP, Skype, Vonage) | | 12.4% | 42 |
| Share large files or back up large files online | | 35.5% | 120 |
| Consult with remote medical professionals (telemedicine) | | 17.5% | 59 |
| Run web based applications (Google Docs, Adobe online) | | 52.7% | 178 |
| Other applications (please specify) | | 1.8% | 6 |
| | Other (please specify) | | 7 |
| | answered question | | 338 |
| | skipped question | | 58 |








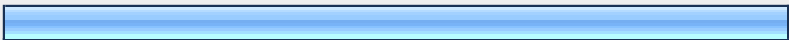
| 9. Approximately how much does your household currently pay per month for your internet plan? | | | Response Percent | Response Count |
|---|---|--------------------------|------------------|----------------|
| Don't have internet |  | | 11.8% | 44 |
| 0-10\$ per month |  | | 7.3% | 27 |
| \$11-\$29 per month |  | | 31.7% | 118 |
| \$30-\$39 per month |  | | 12.6% | 47 |
| \$40-\$49 per month |  | | 8.6% | 32 |
| \$50-\$74 per month |  | | 14.2% | 53 |
| \$75 or over per month |  | | 7.8% | 29 |
| Bundled service (specify cost below) |  | | 5.9% | 22 |
| | | Other (please specify) | | 33 |
| | | answered question | | 372 |
| | | skipped question | | 24 |

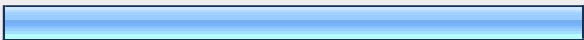
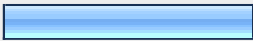




| 10. Which of these service plans most realistically fits the needs of your household? | | | Response Percent | Response Count |
|---|--|--------------------------|------------------|----------------|
| Basic dial-up internet (downloads may be slow, some features may not work as well) |  | | 21.9% | 82 |
| High Speed (faster downloads, good quality transfer) |  | | 67.2% | 252 |
| Enhanced high speed (enhanced quality video streaming) |  | | 7.7% | 29 |
| None |  | | 3.2% | 12 |
| | | Other (please specify) | | 2 |
| | | answered question | | 375 |
| | | skipped question | | 21 |

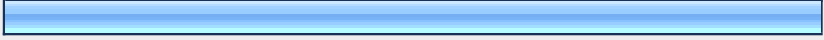

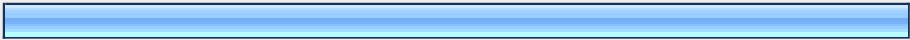
11. Which of these service plans would you be willing to pay for, assuming the service could eventually be available in your area?

| | | Response Percent | Response Count |
|--|--|------------------|----------------|
| Basic dial-up at \$0-\$15 per month |  | 7.3% | 26 |
| High Speed \$20-\$40 per month |  | 64.7% | 231 |
| Enhanced high speed \$40 or over per month |  | 27.5% | 98 |
| I am willing to have my internet subsidized by advertisement |  | 0.6% | 2 |
| | Other (please specify) | | 7 |
| | answered question | | 357 |
| | skipped question | | 39 |

12. Please indicate if any of these challenges make it difficult for you to use the internet? (Select all that apply)

| | | Response Percent | Response Count |
|--|--|------------------|----------------|
| Blindness or severe vision impairment |  | 2.3% | 8 |
| Deafness or severe hearing impairment |  | 2.3% | 8 |
| Cognitive impairment |  | 1.2% | 4 |
| Language proficiency |  | 0.6% | 2 |
| Difficulty with mobility (walking or leaving home) |  | 5.8% | 20 |
| Difficulty typing |  | 4.1% | 14 |
| Multiple disabilities |  | 4.9% | 17 |
| None of the above |  | 86.6% | 298 |
| | Other (please specify) | | 1 |
| | answered question | | 344 |
| | skipped question | | 52 |


| 13. Which of the following describes your need for assistance or support using the internet? (check all that apply) | | | Response Percent | Response Count |
|---|--|--------------------------|------------------|----------------|
| I need very little assistance |  | | 64.0% | 229 |
| I sometimes need assistance using the internet |  | | 27.4% | 98 |
| I need a lot of assistance learning or using the internet |  | | 2.5% | 9 |
| I would like some training or support using the internet |  | | 5.9% | 21 |
| I would be willing to pay for training or classes |  | | 0.8% | 3 |
| I would be willing to pay for support |  | | 0.6% | 2 |
| | | Other (please specify) | | 6 |
| | | answered question | | 358 |
| | | skipped question | | 38 |

| 14. We want to be sure that everyone in our community has access to broadband internet service. Therefore we need demographic information to help make it possible. Your answers for these questions will be kept CONFIDENTIAL. What is the address (street address/apt, ZIP code) of the location(s) where you receive phone or internet service? | | | Response Percent | Response Count |
|--|--|--------------------------|------------------|----------------|
| Home street address/APT # |  | | 90.4% | 358 |
| Home Zip Code |  | | 96.7% | 383 |
| Home County |  | | 100.0% | 396 |
| | | answered question | | 396 |
| | | skipped question | | 0 |

15. How many people in your household are in the following age ranges?

| | | Response Average | Response Total | Response Count |
|--------------|--|------------------|--------------------------|----------------|
| 0-5 | | 1.57 | 55 | 35 |
| 6-11 | | 1.32 | 33 | 25 |
| 12-17 | | 1.33 | 65 | 49 |
| 18-23 | | 1.47 | 75 | 51 |
| 24-44 | | 1.57 | 143 | 91 |
| 45-54 | | 1.54 | 159 | 103 |
| 55-59 | | 1.41 | 133 | 94 |
| 60-69 | | 1.52 | 161 | 106 |
| 70+ | | 1.45 | 110 | 76 |
| | | | answered question | 373 |
| | | | skipped question | 23 |

16. Which of these groups would you say best represents your race or ethnicity for your household?

| | | Response Percent | Response Count | |
|----------------------------------|--|------------------|--------------------------|------------|
| Mixed Race |  | 1.6% | 6 | |
| American Indian/Alaska Native |  | 1.8% | 7 | |
| Native Hawaiian/Pacific Islander |  | 0.8% | 3 | |
| Black/African American | | 0.0% | 0 | |
| Hispanic/Latino |  | 3.2% | 12 | |
| Asian |  | 2.6% | 10 | |
| White |  | 91.3% | 347 | |
| Other |  | 1.1% | 4 | |
| Decline to answer |  | 5.3% | 20 | |
| | | | answered question | 380 |
| | | | skipped question | 16 |

| 17. What is your highest level of education? | | | Response Percent | Response Count |
|--|--|--|--------------------------|----------------|
| Grade school | | | 0.5% | 2 |
| Some high school | | | 1.3% | 5 |
| High school graduate/GED | | | 12.9% | 48 |
| Some college | | | 39.1% | 145 |
| Associate's Degree | | | 12.9% | 48 |
| Bachelor's Degree | | | 20.8% | 77 |
| Master's Degree | | | 8.4% | 31 |
| PHD | | | 1.6% | 6 |
| None of the above/decline to answer | | | 2.4% | 9 |
| | | | answered question | 371 |
| | | | skipped question | 25 |

| 18. Which of the following categories best describes your annual household income from all sources? | | | Response Percent | Response Count |
|---|--|--|--------------------------|----------------|
| Low income | | | 26.4% | 88 |
| Middle income | | | 65.8% | 219 |
| High income | | | 7.8% | 26 |
| | | | answered question | 333 |
| | | | skipped question | 63 |

19. Please provide additional comments you feel will help implement broadband internet in our community.

| | | Response Count |
|--|--------------------------|---------------------------|
| | | 144 |
| | <i>answered question</i> | 144 |
| | <i>skipped question</i> | 252 |