

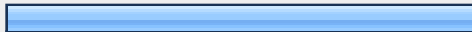
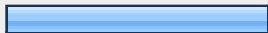




A-TCAA Central Sierra Connect Demand Survey

1. Which of the following do you have in your home and/or business/organization?					
	Home single item/plan	Home more than one item/plan	Business single item/plan	Business more than one item/plans	Response Count
Land-line telephone (traditional phone)	73.6% (120)	24.5% (40)	4.9% (8)	8.0% (13)	163
Cellphone calling plan	68.1% (81)	31.1% (37)	2.5% (3)	5.0% (6)	119
Cellphone data (internet) plan	55.0% (11)	30.0% (6)	15.0% (3)	5.0% (1)	20
Voice Over Internet Protocol (VoIP)	69.2% (9)	23.1% (3)	0.0% (0)	7.7% (1)	13
Desktop computer	69.9% (102)	28.8% (42)	4.1% (6)	10.3% (15)	146
Internet-capable mobile computer/device (laptop, smartphone, iPhone)	64.8% (68)	31.4% (33)	7.6% (8)	6.7% (7)	105
Cable television	89.7% (26)	13.8% (4)	0.0% (0)	0.0% (0)	29
Satellite television	83.2% (89)	15.9% (17)	0.0% (0)	0.9% (1)	107
	<i>answered question</i>				170
	<i>skipped question</i>				1

2. Please tell us about how the internet is available to you at work and/or at home and whether you find this access important. Choose as many as apply.

	This type of access is available to me today	This access is important to me (check box if it is)	Response Count
Home	83.2% (134)	78.3% (126)	161
Work	94.0% (79)	76.2% (64)	84
Wireless "hot spots" and/or mobile broadband	52.9% (37)	78.6% (55)	70
Library	87.0% (80)	52.2% (48)	92
Community Center	60.0% (12)	60.0% (12)	20
Senior Center	73.7% (14)	47.4% (9)	19
Business Center	58.3% (7)	41.7% (5)	12
College/School/Educational Center	67.7% (21)	64.5% (20)	31
Use internet of friends or family	80.9% (38)	53.2% (25)	47
Other (please specify)	68.8% (11)	43.8% (7)	16
		Describe other:	21
	<i>answered question</i>		168
	<i>skipped question</i>		3

3. If you don't subscribe to some type of high-speed internet service at home, why not? Choose all that apply.

		Response Percent	Response Count
Not available		71.7%	66
Too expensive		40.2%	37
Don't have a computer or internet capable device		1.1%	1
Don't know how to use		1.1%	1
Don't know how to monitor children's use		0.0%	0
Not interested		2.2%	2
Other (please specify)		5.4%	5
Describe other:			12
		<i>answered question</i>	92
		<i>skipped question</i>	79

4. If you have cellphone, telephone line, and/or internet services, please fill in the blanks regarding those services.

Provider (If your provider is not on the list, choose "other" below)

	AT&T	Calaveras Telephone	Comcast	Golden State Cellular	Frontier	Goldrush	Hul
Cellphone	40.1% (55)	0.7% (1)	0.0% (0)	15.3% (21)	0.0% (0)	0.0% (0)	0.0%
Telephone	46.8% (74)	1.3% (2)	1.3% (2)	0.0% (0)	1.9% (3)	0.0% (0)	0.0%
Internet	11.3% (16)	1.4% (2)	4.2% (6)	0.0% (0)	1.4% (2)	1.4% (2)	1.4%




Speed (if applicable)





	Does not apply to cell or telephone	Not sure/don't know
Cellphone	86.9% (53)	9.8% (6)
Telephone	76.5% (52)	8.8% (6)
Internet	0.0% (0)	8.5% (10)

Cost

	\$0-10	\$10-29
Cellphone	6.7% (7)	12.5% (13)
Telephone	4.3% (5)	35.7% (41)
Internet	4.2% (5)	38.7% (46)

5. Please describe your service satisfaction level.						
	Very satisfied	Satisfied	Not satisfied	Very dissatisfied	N/A	Response Count
Cellphone	18.7% (28)	36.7% (55)	26.0% (39)	12.0% (18)	6.7% (10)	150
Telephone	31.9% (51)	54.4% (87)	10.0% (16)	1.9% (3)	1.9% (3)	160
Internet	8.2% (13)	26.6% (42)	31.0% (49)	31.0% (49)	3.2% (5)	158
<i>answered question</i>						165
<i>skipped question</i>						6

6. Please tell us why you are satisfied or not satisfied with your service level (above).			
		Response Percent	Response Count
Cellphone		71.0%	110
Telephone		67.1%	104
Internet		91.6%	142
<i>answered question</i>			155
<i>skipped question</i>			16

7. How much support do you need today to go on the internet?			
		Response Percent	Response Count
A lot; I know very little about computers and the internet		0.6%	1
Some; I go online but have trouble using computers and the internet		4.2%	7
A little; I sometimes need help		26.7%	44
None; I have no need for help		68.5%	113
<i>answered question</i>			165
<i>skipped question</i>			6

8. Please indicate if any of these challenges make it difficult for you to use the internet?				
	Prevents my use	Diminishes my use	N/A	Response Count
Blindness or severe vision impairment	0.0% (0)	0.0% (0)	100.0% (119)	119
Deafness or severe hearing impairment	0.0% (0)	1.7% (2)	98.3% (119)	121
Cognitive impairment	0.0% (0)	0.0% (0)	100.0% (119)	119
Difficulty walking	0.0% (0)	0.8% (1)	99.2% (119)	120
Difficulty typing	0.0% (0)	6.6% (8)	93.4% (114)	122
Difficulty leaving home	0.8% (1)	0.0% (0)	99.2% (118)	119
Multiple disabilities	0.0% (0)	2.5% (3)	97.5% (117)	120
	<i>answered question</i>			127
	<i>skipped question</i>			44

9. Check all that apply to the following statements. High speed internet access helps to:				
	This is true for me today	This would help me if available to me	Not applicable	Response Count
Save time	50.3% (81)	48.4% (78)	1.2% (2)	161
Save money	49.3% (70)	38.0% (54)	12.7% (18)	142
Use less gas/fewer miles	50.7% (72)	35.9% (51)	13.4% (19)	142
Improve healthcare options via telemedicine	23.5% (27)	38.3% (44)	38.3% (44)	115
Reduce healthcare costs via telemedicine	17.9% (20)	38.4% (43)	43.8% (49)	112
Enrich life through communication connections	52.9% (81)	44.4% (68)	2.6% (4)	153
Expand business and job opportunities	39.2% (51)	34.6% (45)	26.2% (34)	130
Take advantage of lifetime learning opportunities	44.6% (62)	41.0% (57)	14.4% (20)	139
Allow for telecommuting and home offices	34.1% (46)	38.5% (52)	27.4% (37)	135
Ensure a local population of technically capable people	31.0% (39)	50.8% (64)	18.3% (23)	126
Provide the opportunity for our children to stay in our local community	21.4% (24)	38.4% (43)	40.2% (45)	112
Other (specify below)	26.7% (8)	23.3% (7)	50.0% (15)	30
			Describe other:	18
			answered question	165
			skipped question	6

10. Check the box that most closely indicates the importance of each service; please check "I need help" if this is an area with which you might be interested in receiving assistance.

	Important for my personal use	Important for my business	I need help using this	Response Count
Make long distance internet phone calls (Skype, Vonage)	70.7% (58)	24.4% (20)	28.0% (23)	82
Email, keep in touch	97.5% (159)	33.1% (54)	0.6% (1)	163
Social networking (MySpace, Facebook, YouTube, Linked-In)	86.7% (65)	12.0% (9)	6.7% (5)	75
Shop, product reviews, buy presents/gifts (Amazon, EBay, Etsy)	96.6% (143)	23.0% (34)	2.0% (3)	148
Watch, purchase and download movies, TV shows and other entertainment	90.8% (79)	3.4% (3)	9.2% (8)	87
Listen to music, podcasts, audio books	94.7% (90)	7.4% (7)	4.2% (4)	95
Events calendars, online news, classified searches (Craigslist, local online hubs)	94.1% (128)	24.3% (33)	2.2% (3)	136
Online education (local and distance)	91.0% (101)	26.1% (29)	2.7% (3)	111
Find information, services and support (InfoNet, Yelp)	94.8% (128)	32.6% (44)	0.7% (1)	135
Websites, blogs and/or web sales and distribution	87.5% (91)	34.6% (36)	4.8% (5)	104
Taxes and payroll/bookkeeping	69.0% (49)	43.7% (31)	9.9% (7)	71
Legal services	66.0% (35)	37.7% (20)	15.1% (8)	53
Marketing and outreach	50.8% (30)	55.9% (33)	16.9% (10)	59
File sharing, printer sharing	73.4% (47)	37.5% (24)	9.4% (6)	64
Online banking/accounts, pay bills	93.7% (133)	21.8% (31)	2.8% (4)	142
Community forums and EGovernment	87.6% (78)	23.6% (21)	4.5% (4)	89
Online gaming	65.6% (21)	6.3% (2)	31.3% (10)	32

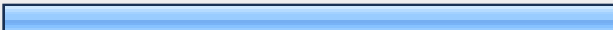




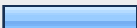
Run web based applications (Google Docs, Adobe online)	86.8% (66)	30.3% (23)	7.9% (6)	76
Bundled service (cellphone, land line and internet services all through one company)	85.5% (65)	19.7% (15)	13.2% (10)	76
	answered question			165
	skipped question			6

11. Most service providers offer tiered service (high speed internet service at different speeds). How much are you willing to pay for each tier?

Prices per tier

	\$10-29/mo	\$30-49/mo	\$50-74/mo	\$75/mo and up	Not sure
Lowest speed: (downloads may be slow, some features may not work as well)	62.7% (69)	2.7% (3)	0.0% (0)	0.0% (0)	34.6%
Medium speed: (quicker downloads, less "lagging")	53.5% (61)	22.8% (26)	4.4% (5)	0.0% (0)	19.3%
High Speed: (fast downloads, good quality video streaming)	32.6% (47)	39.6% (57)	18.1% (26)	6.3% (9)	3.3%
Pro Speed: (high speed downloads, high quality video streaming)	13.6% (17)	31.2% (39)	23.2% (29)	19.2% (24)	12.7%
	answered question				165
	skipped question				6

12. How important is internet availability to the following decisions?					
	Highly important	Important	Not important	Not applicable	Response Count
Where to live	39.0% (60)	35.7% (55)	16.2% (25)	9.1% (14)	154
Where to locate a place of business	44.2% (65)	20.4% (30)	7.5% (11)	27.9% (41)	147
Whether to start a new business	41.8% (59)	19.9% (28)	10.6% (15)	27.7% (39)	141
Consideration of new employment	34.8% (48)	27.5% (38)	11.6% (16)	26.1% (36)	138
Considering taking distance education courses	47.1% (65)	26.1% (36)	8.7% (12)	18.1% (25)	138
Other (please specify)	22.7% (5)	9.1% (2)	9.1% (2)	59.1% (13)	22
Describe other:					7
answered question					157
skipped question					14

13. 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 #		94.3%	148
Home Zip Code		99.4%	156
Second local home street address (if applicable)		8.3%	13
Secondary Zip Code		8.3%	13
Business address(if applicable)		18.5%	29
Business Zip Code		20.4%	32
answered question			157
skipped question			14

14. How many people in your household are in the following age ranges?				
		Response Average	Response Total	Response Count
0-5		1.00	40	40
6-11		0.81	22	27
12-17		0.89	31	35
18-23		0.63	15	24
24-44		1.37	70	51
45-54		2.13	113	53
55-59		1.02	46	45
60-69		1.20	79	66
70+		1.03	36	35
	<i>answered question</i>			166
	<i>skipped question</i>			5


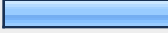
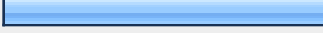
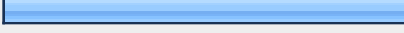
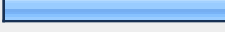
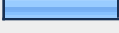
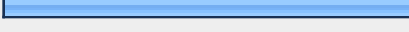
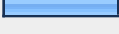

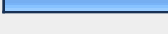
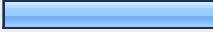


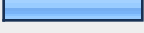
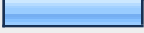
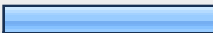
15. Which of these groups would you say best represents your race or ethnicity for your household? Check all that apply.

		Response Percent	Response Count
American Indian/Alaska Native	<input type="checkbox"/>	3.6%	6
Native Hawaiian/Pacific Islander	<input type="checkbox"/>	0.6%	1
Black/African American	<input type="checkbox"/>	1.2%	2
Hispanic/Latino	<input type="checkbox"/>	3.0%	5
Asian	<input type="checkbox"/>	0.6%	1
White	<input checked="" type="checkbox"/>	85.5%	141
Other	<input type="checkbox"/>	2.4%	4
Decline to answer	<input type="checkbox"/>	13.9%	23
		<i>answered question</i>	165
		<i>skipped question</i>	6

16. What is your highest level of education?			
		Response Percent	Response Count
Grade school		1.2%	2
Some high school		0.6%	1
High school graduate/GED		4.8%	8
Some college		20.5%	34
Associate's Degree		18.1%	30
Bachelor's Degree		26.5%	44
Master's Degree		20.5%	34
PHD		6.6%	11
None of the above/decline to answer		1.2%	2
		<i>answered question</i>	166
		<i>skipped question</i>	5

17. Which of the following categories best describes your annual household income from all sources?			
		Response Percent	Response Count
Low income		20.0%	32
Middle income		65.0%	104
High income		15.0%	24
		<i>answered question</i>	160
		<i>skipped question</i>	11

18. Please help us understand our community better by answering this question: What are your greatest concerns – the things that could keep you awake at night? Please check all that apply.

		Response Percent	Response Count
Affordable transportation		21.6%	32
Reliable transportation		25.0%	37
Access to health care professionals		49.3%	73
Affordable health care		62.2%	92
Safety		34.5%	51
Affordable housing		17.6%	26
The Economy		62.8%	93
Having enough food		17.6%	26
Child care		6.1%	9
Elder care		25.7%	38
Being able to afford to heat my home/apartment		32.4%	48
School expenses		11.5%	17
Quality employment		38.5%	57
Educational opportunities		20.9%	31
Ability to buy essentials like clothes, shoes,		20.9%	31
Ability to buy medicine		32.4%	48
Other (please specify)			16
		answered question	148
		skipped question	23

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

		Response Count
		53
	<i>answered question</i>	53
	<i>skipped question</i>	118