

Veneta Broadband Access Project

Broadband Demand Survey Findings

Overview

During November 2016, the City of Veneta and the Veneta Economic Development Committee distributed a broadband demand survey throughout the community. Designed to assess community interest in improved internet service, the survey was mailed to each household in Veneta receiving a utility bill. The survey was also available in print at the Fern Ridge Public Library and City Hall and online at the City of Veneta website. A total of **230 surveys were returned**, **134** paper copies and **96** through MindMixer, LCOG's online survey platform. Eighty-eight percent (88%) of respondents indicated that they live inside the City of Veneta with the remaining 12% residing outside city limits.

Broadband Service

A large majority of respondents (82%) indicated that they have either DSL or wireless internet at home. Other types of home internet connections included satellite (5%), cable (4%), wireless mobile card or cell service (4%), and fiber to the home (2%). Three percent (3%) of respondents indicated they do not have internet access at home.

Often times, DSL can provide adequate service, however, respondents were overwhelmingly (84%) not satisfied with their service (*Figure 1*). Many expressed displeasure over high cost for slow speeds and unreliable service.

Ninety percent of respondents get their internet from CenturyLink. HughesNet, the second most popular option, reached just 3% of respondents. No other provider reached more than 2% of respondents.

Ninety-six percent (96%) of respondents indicated that if an alternative internet service were available they would be interested in acquiring it (*Figure 2*). More than half of all respondents (59%) indicated they would pay \$51 or more for monthly service (*Figure 3*).

Figure 1

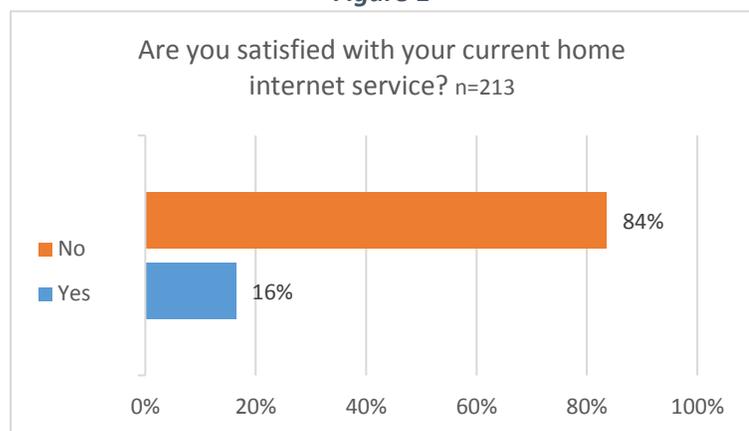
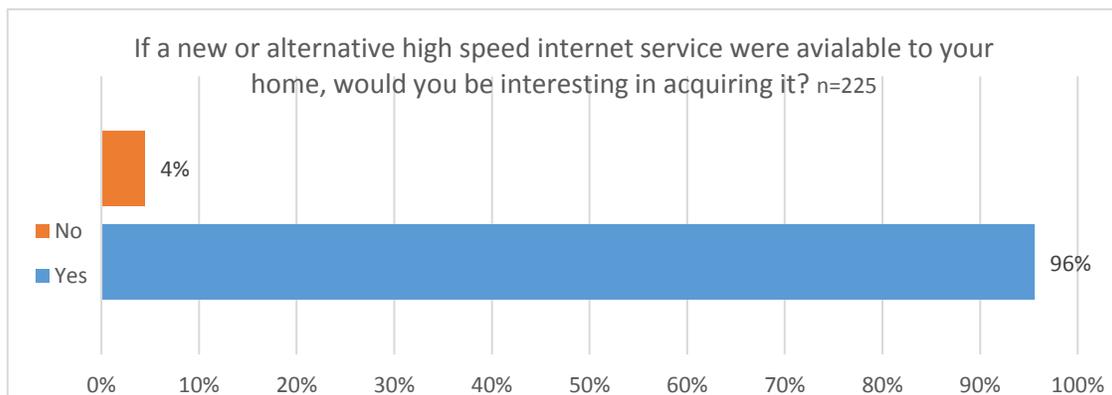


Figure 2



Utilization

Internet is used for a variety of activities. The top three uses were communication (email, Skype, etc.), entertainment (tv/videos, music, gaming, etc.), and general information/research. Several activities directly related to economic development also appear. Twenty-four percent (24%) of respondents indicated that they use the internet to

run a home based business. Thirty-three percent (33%) of respondents utilize home internet for telework (working from home for an employer). Close to a third of respondents utilize the internet for online courses or distance learning (Figure 4).

Figure 3

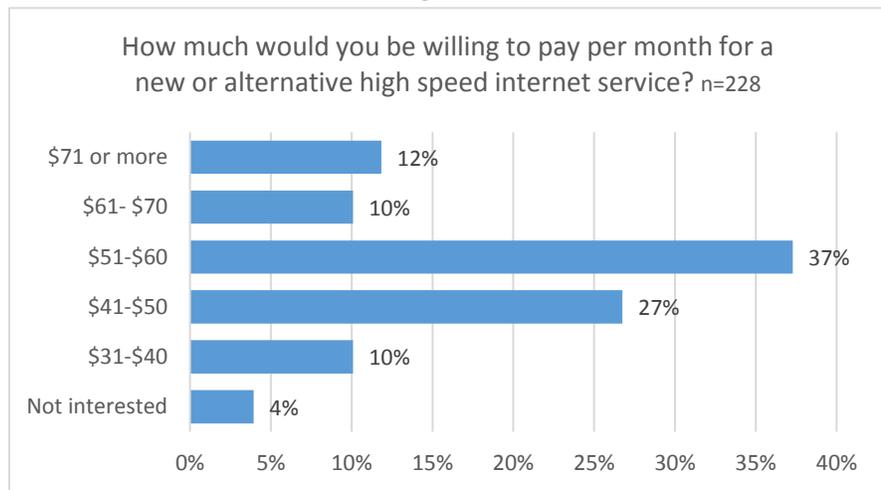
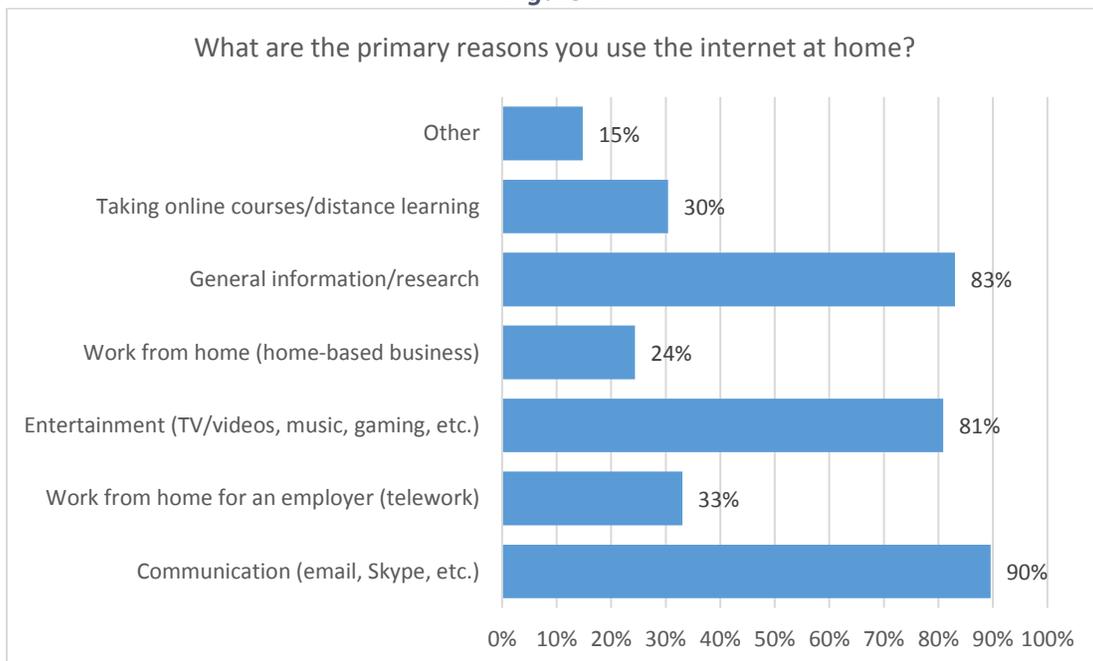


Figure 4



Limitations of Survey

While the Broadband Demand Survey is a useful tool in considering some general trends, it is important to note that the responses should not be considered directly representative of the entire population. While the survey received over 200 responses, it was not conducted as a strict “random sample.” This means responses could be biased towards the views of those who self-selected themselves to take the survey.