

# Powhatan Broadband Survey Summary



# Summary of Responses

- Total responses: 392
- Confidence level of 95% +/- 5.
- 44% of responses came from people within an age group (25-54) that are likely to have children in k-12.
- 76% of responses came from people within an age group (18-64) that are likely to be in the workforce.

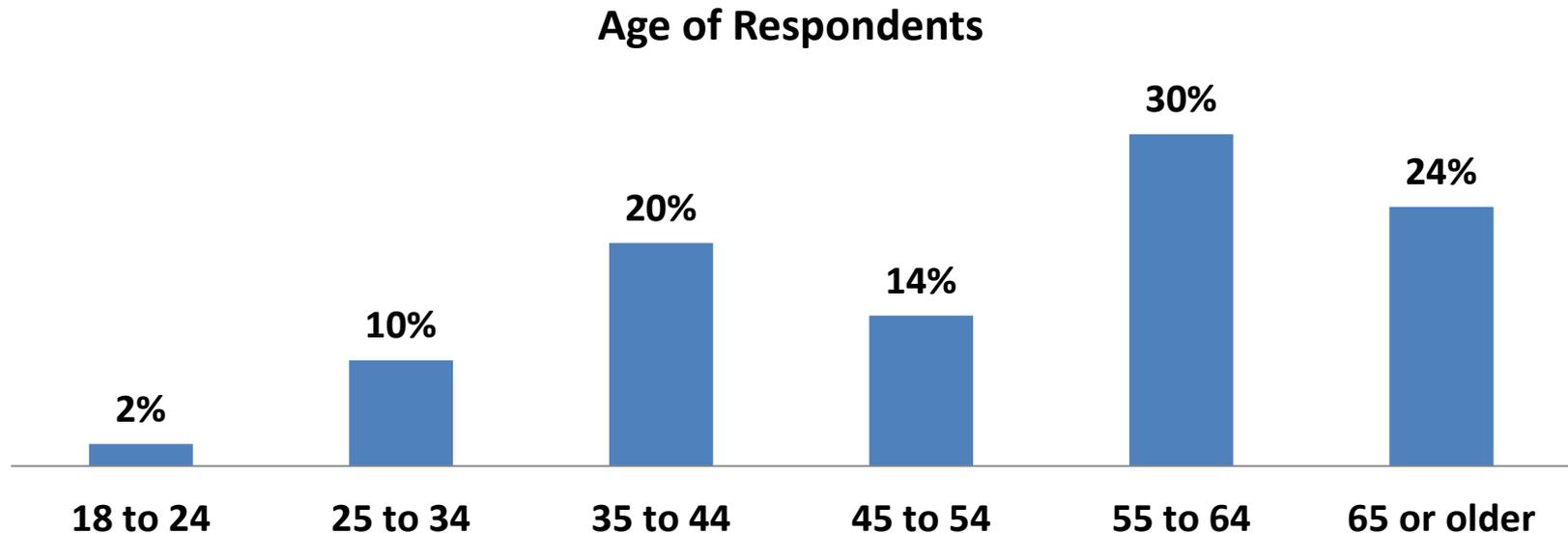


Figure 2, Page 3

# Key Findings - Access

- Greater than 99% of respondents use a computer and have one at home.
- 9 % of respondents reported no Internet access at home.
  - 100% (54) of 65 or older have access at home.
  - **90% of those without access are within the age group likely to have k-12 children.**
  - 100% are within workforce age group.
  - 89% say it's not available, 6% say it's too expensive, 5% other.

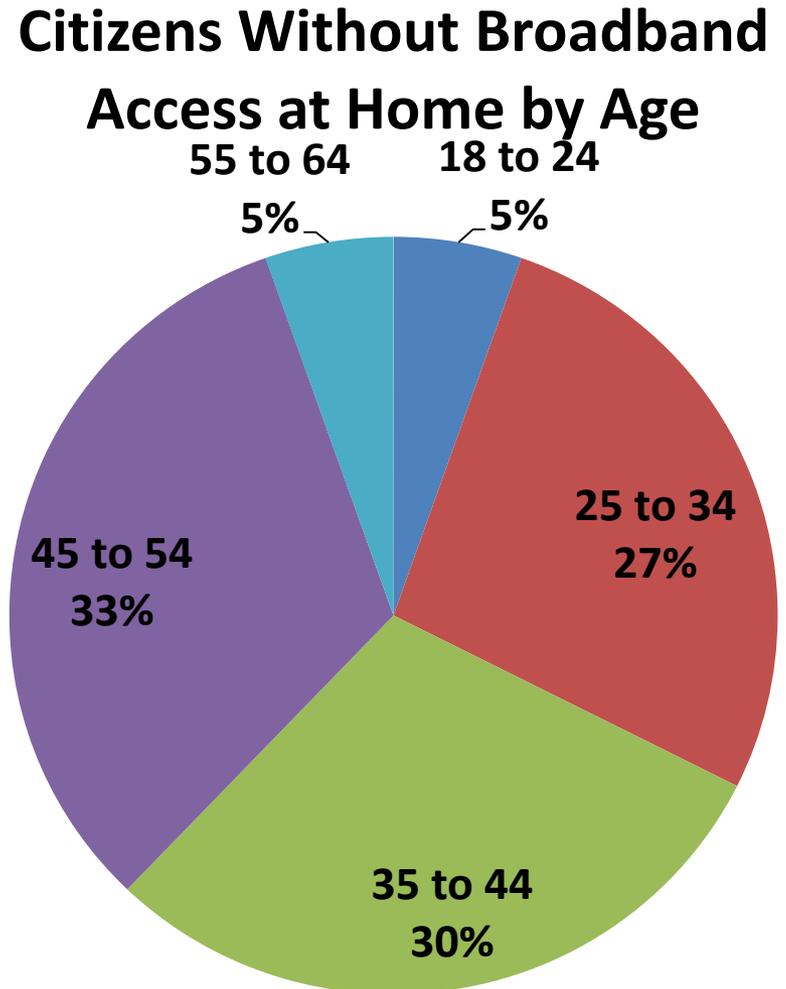


Figure 6, Page 8

# Key Findings - Access

- **91% have access at home, majority have DSL.**
- Verizon is the predominant provider.
  - Reporting speeds of 768 Kbps – 1.3 Mbps
  - Don't meet lowest definition of broadband (NTIA: 3 Mbps/768 Kbps)
- **51% don't have access to true or sufficient broadband.**

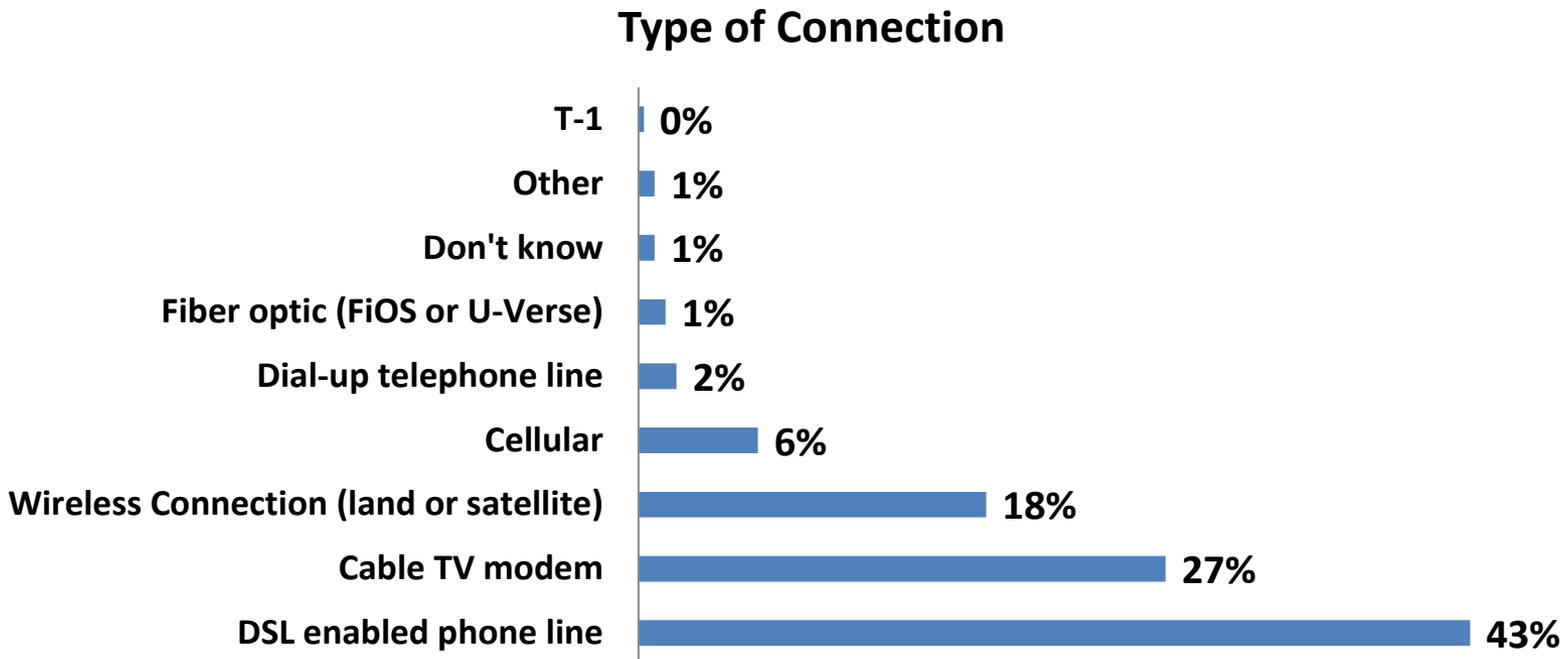


Figure 9, Page 9

# Key Findings - Businesses

- 16% reported owning a business.
  - Small businesses, 89% have 0-4 employees.
  - Large portion described their business as retail.
    - 67% reported 0-10% of their sales are online sales.
    - Slow speeds are limiting these businesses.
- 95% say they utilize the Internet to support their business.
- **95% describe broadband as “critical” to their business, 5% say “somewhat important”, 0% say “not important”.**

## How are Businesses Connecting

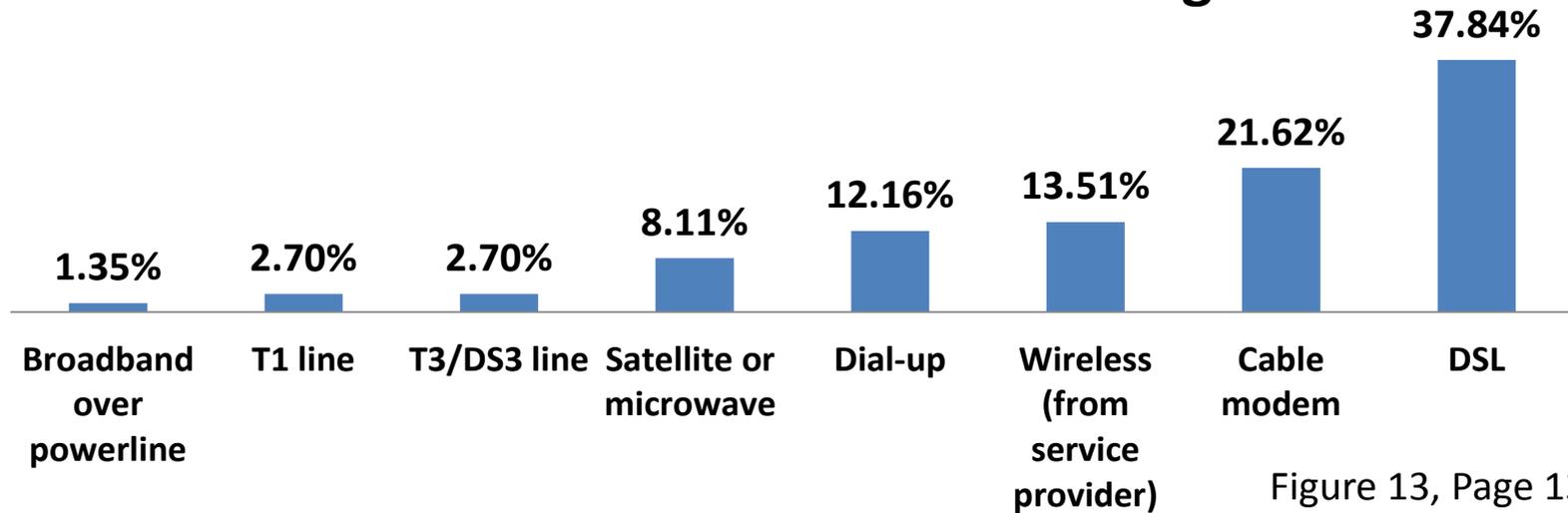


Figure 13, Page 13

## Business Internet Connection Speed

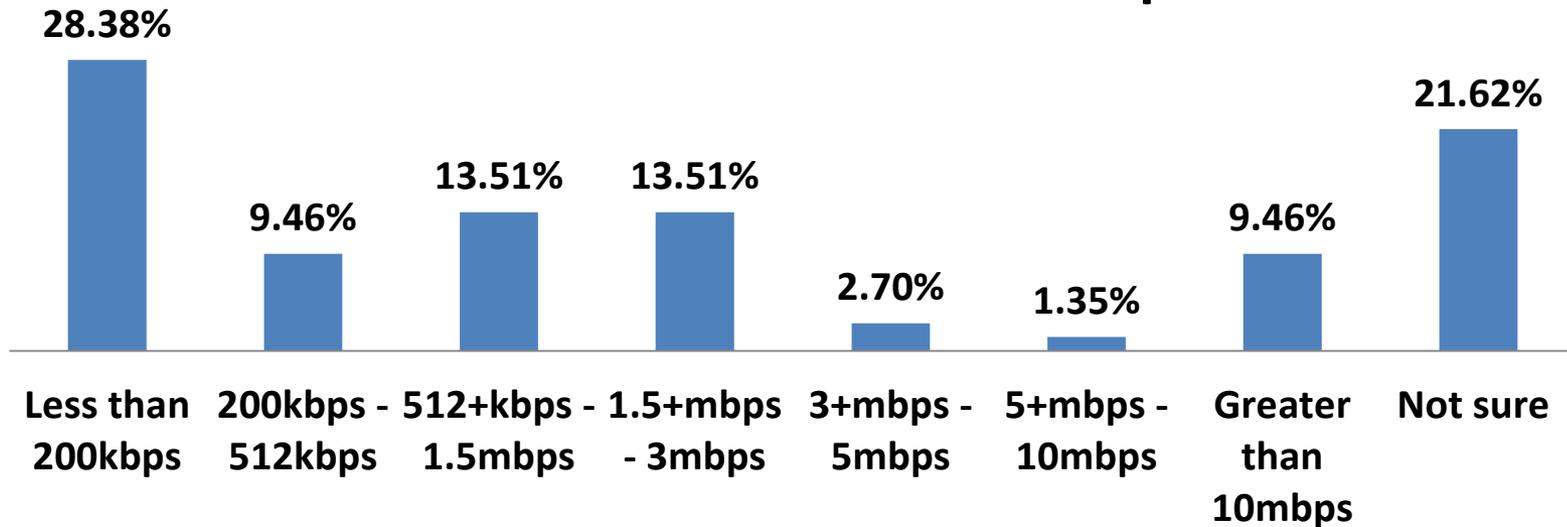


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# Key Findings - Businesses

- National average DSL costs - \$8.89 per megabit.
- 65% of businesses report 3 Mbps or less, paying too much.
- Reasons for dissatisfaction with service:
  - Connection is too slow – 43%
  - Price is too high – 29%
  - Service is unreliable – 21%

## How Much Powhatan Businesses are Paying for DSL

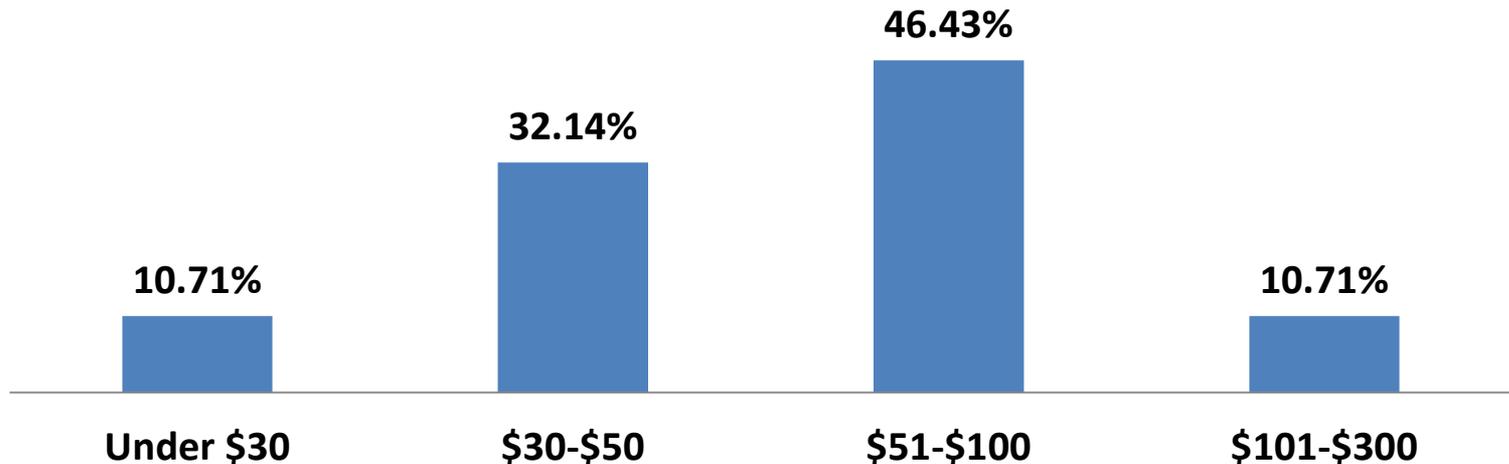


Figure 17, Page 15

# Key Findings - Businesses

- **Important consideration:**
  - Since only 16% reported owning a business and considering the poor quality of connection, how many citizens are commuting out for employment?
  - Better broadband = more businesses and telework opportunities.
  - Reduces traffic and retains daytime expenditures.

# Key Findings - Education

- 44% of respondents reported having a child 18 years old or younger in the house.
- 12% reported not having Internet access at home.
- 70% said their child needs access to complete homework assignments at least once a week.
  - **Even those with access most likely find it challenging with poor connection.**

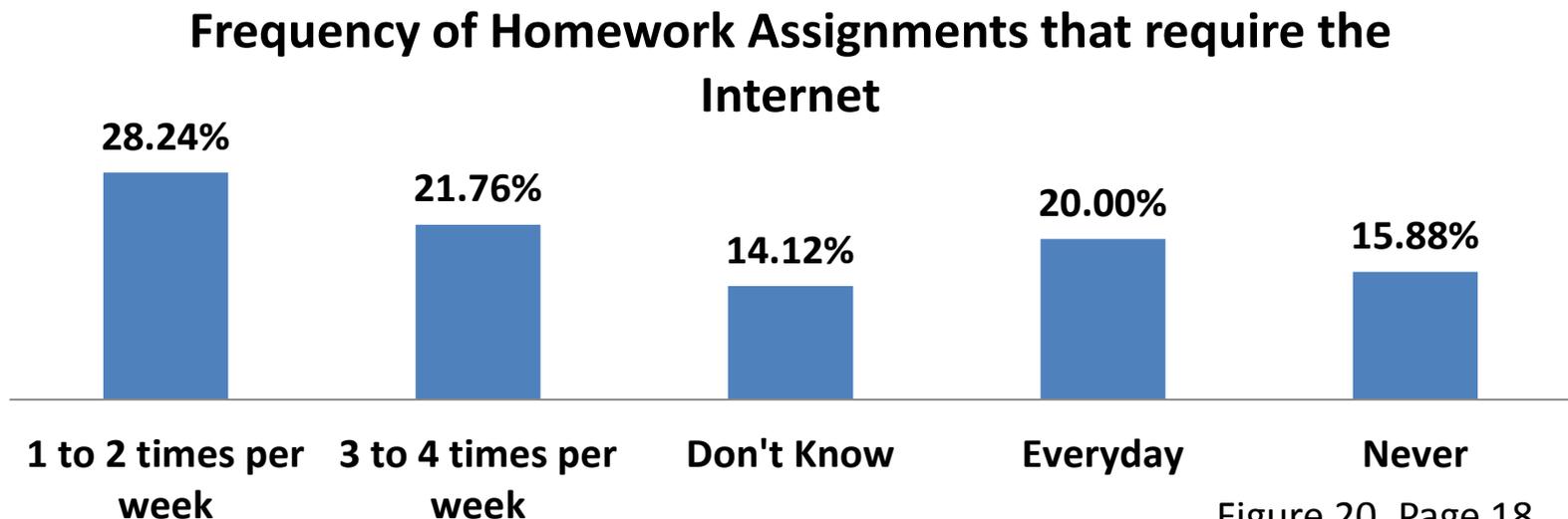


Figure 20, Page 18

# Key Findings - Education

- High percentage of parents use the Internet to access schools' website.
- Those who don't are missing opportunities to be involved in child's education.

**Respondents Accessing School Websites**

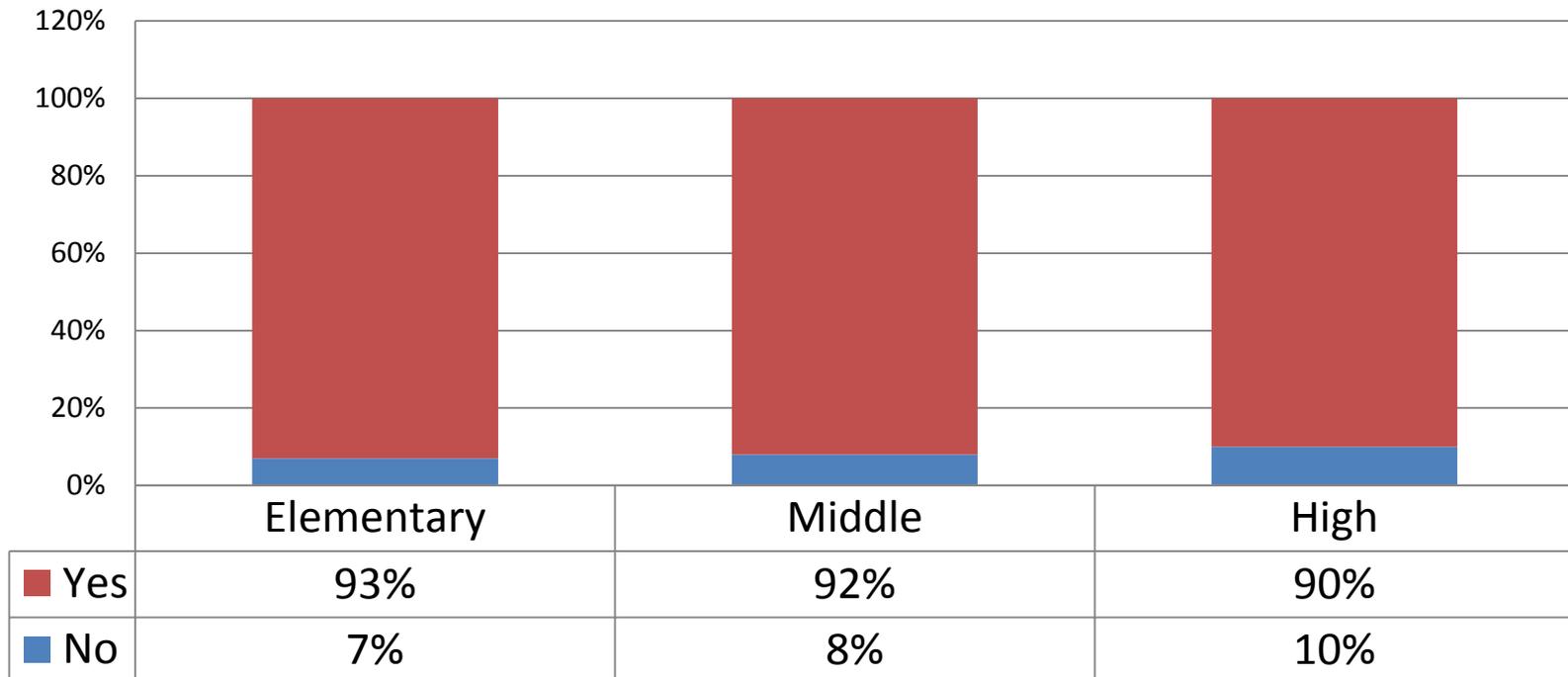


Figure 21, Page 18

# Summary of Key Findings

- Although 91% report having access at home, 51% don't have access to true broadband or have insufficient access.
- DSL is outdated and unlikely to be upgraded.
- Because of slow speeds:
  - Businesses are not fully utilizing the Internet.
  - County is missing out on economic development opportunities.
  - Children are at a disadvantage educationally.

# Questions?