

OPALCO Survey Card Analysis

OPALCO's survey card was designed to give the Board a reading on member interest in broadband services. A mailing of 10,400 survey cards hit mailboxes beginning October 14th. A total of 2,586 survey cards were received and their data collected for a mailing return of 25%.

Of the 2,586 responses recorded:

- 1) How many have DSL service? 2,094 (82%)
- 2) How many do NOT have DSL service? 473 (18%)
Of the 473:
 - 252 (55%) say broadband access is "very" important to them
 - 376 gave a reason for why they don't have broadband access:
 - 39% cite cost
 - 27% have no need for service/no computer
 - 16% are part-time residents – many would like to have broadband but don't want to pay for service when they are away
 - 9% state that they do not have access to broadband.
- 3) If YES – how satisfied are you with your current DSL service:
81% are somewhat or very satisfied with their current service.
 - "very" – 425 (20%)
 - "somewhat" – 1,324 (62%)
 - "not at all" – 403 (18%)
- 4) How important are reliable, high-speed broadband services to you?
97% rate broadband access as very or somewhat important.
 - "very" – 2097 (83%)
 - "somewhat" – 363 (14%)
 - "not at all" – 84 (3%)
- 5) How important is it for OPALCO to make our fiber network more widely available to bring reliable, high-speed broadband services to you?
94% feel it's very or somewhat important for OPALCO to make our fiber more available.
 - "very" – 1843 (74%)
 - "somewhat" – 487 (20%)
 - "not at all" – 160 (6%)

In addition, members were invited to add their comments. There were a total of 1,394 comments recorded. Of the 1,394 comments:

- 1,023 (73%) are in support of expanding access to broadband and/or OPALCO's involvement in broadband expansion.
- 54 (4%) are not in support expanding access to broadband and/or OPALCO's involvement in broadband expansion.
- 154 (11%) need more information
- (163) 12% were neutral