



OPALCO

Island Network Survey Analysis

Data Gathered: August 13-16, 2014

No. Of Respondents: 360

Prepared by PixelSpoke 

Audience Demographics

What is your work status?

45% work outside of the home. 27% are retirees. 17% work at home.

Not actively working	3.6%		12
Not applicable	1.8%		6
Retired	27.4%		91
Student	2.4%		8
Work at home	16.6%		55
Work outside the home	44.6%		148
Other	3.6%		12
		Total	332

Location

Do you live full-time in San Juan County?

90% of those surveyed live in San Juan County year round.



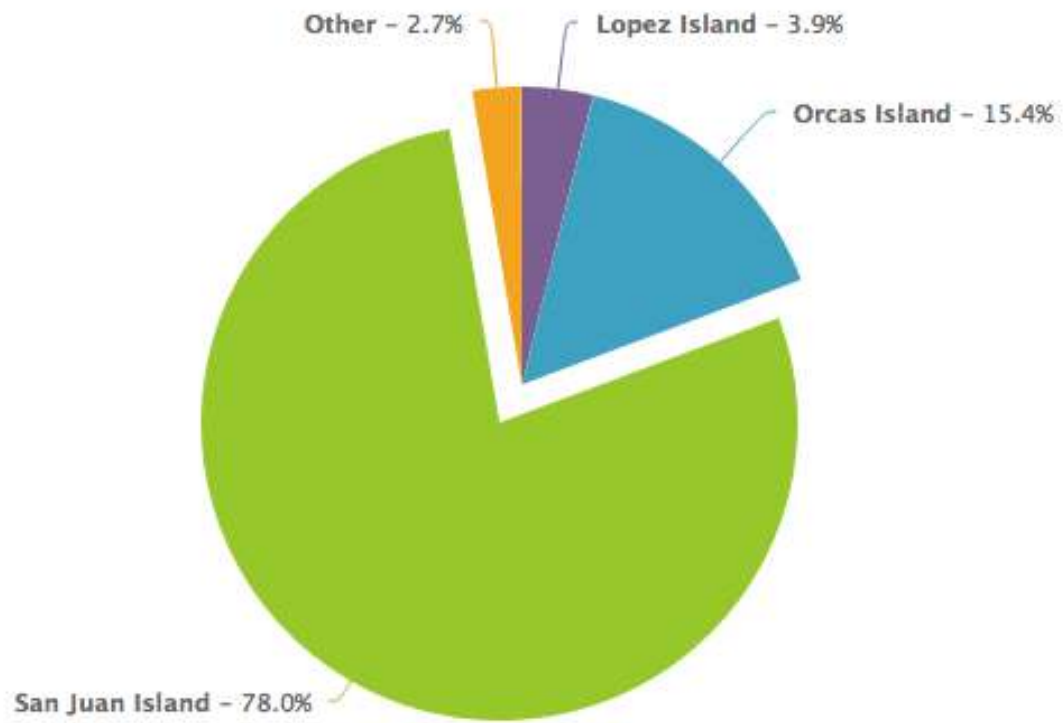
If no, how many months do you reside in San Juan County?

The data below shows a breakdown of the activities of the other 10% that does not live in San Juan County year round.



Location

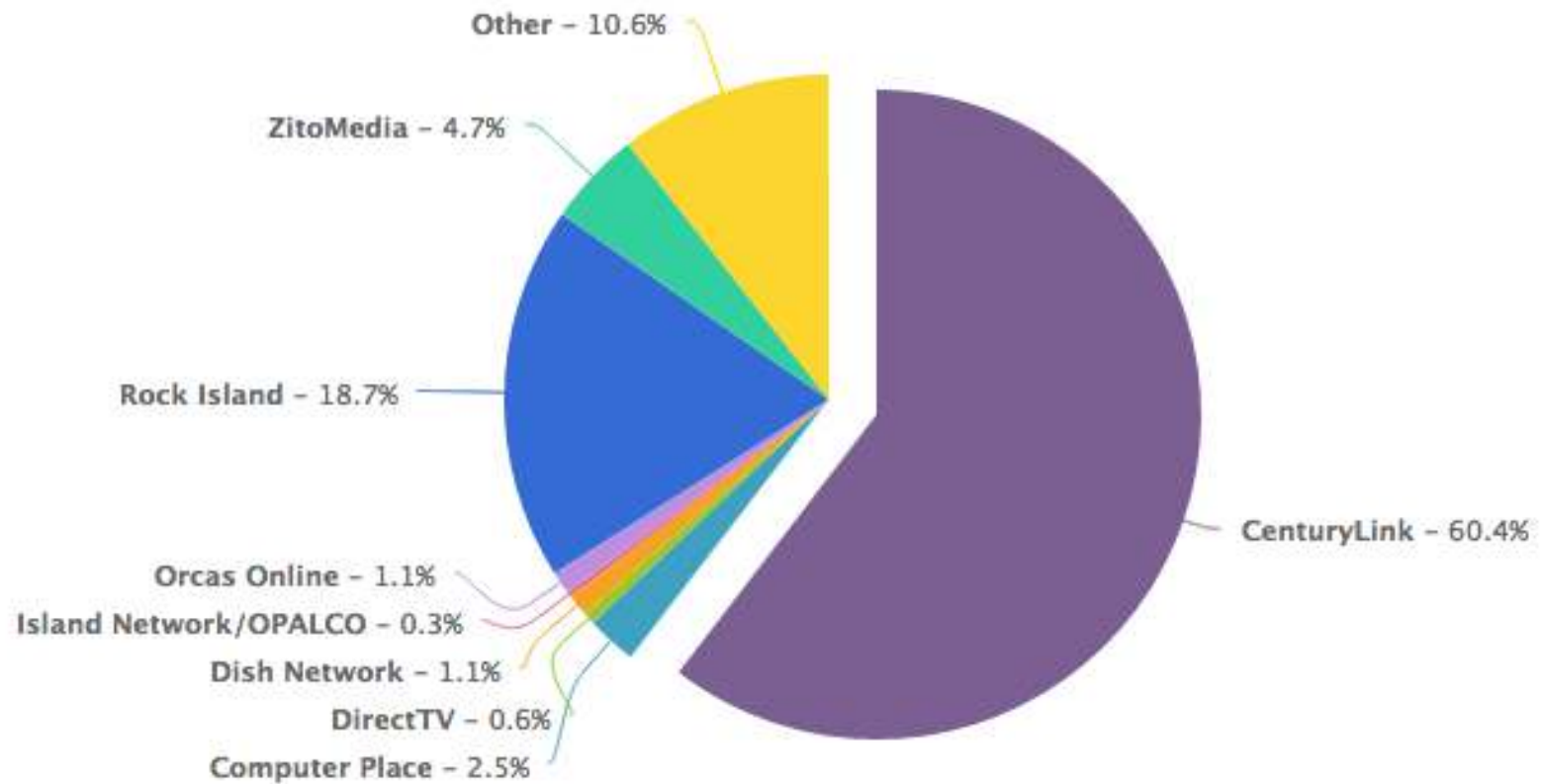
What island is Your Co-op Membership on?



Internet Competition

Who is your current internet Provider?

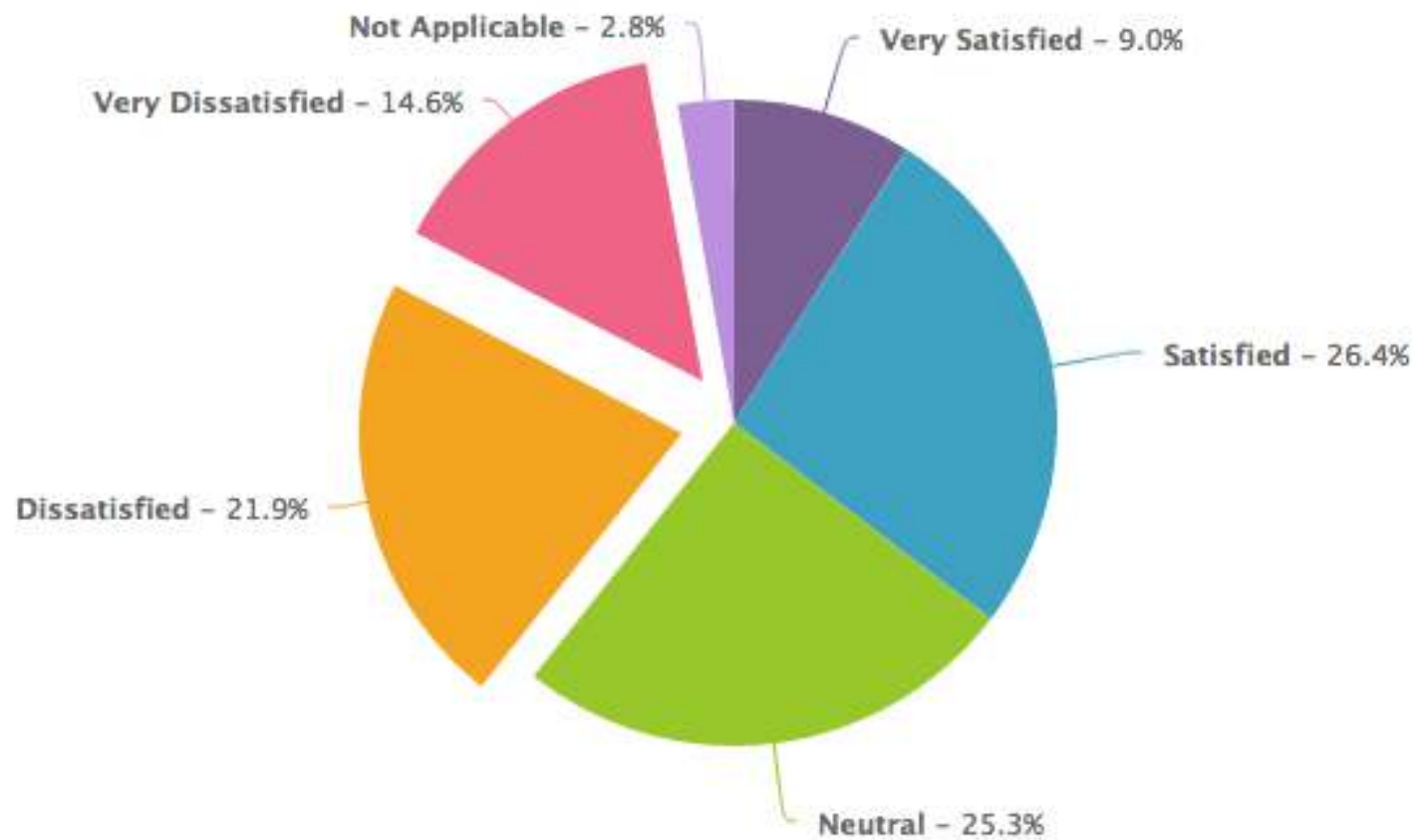
The Island Network's largest competitor is CenturyLink with 60% of the market. The second largest is Rock Island with 18%. Island Network currently holds 0.3% of the market.



Market Potential

How satisfied are you with your current Internet provider?

Overall 37% are dissatisfied with their current provider. 25% neutral. 35% Satisfied. This equates to a 62% potential market.



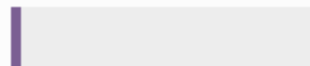

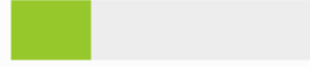
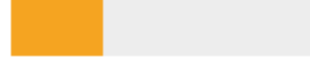
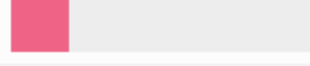
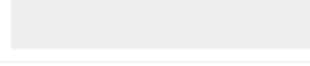
Customer Satisfaction Rate of Top Two ISP Competitors

Data sourced from the following two questions:

- 1) Who is your current Internet provider?
- 2) How satisfied are you with your current Internet provider?

CenturyLink

Customer satisfaction ratings: Low 22% satisfaction rate, 27% Neutral and **very high dissatisfaction rate of 51%**.

Very Satisfied	3.7%		8
Satisfied	18.0%		39
Neutral	27.2%		59
Dissatisfied	31.3%		68
Very Dissatisfied	19.8%		43
Not Applicable	0.0%		0
		Total	217

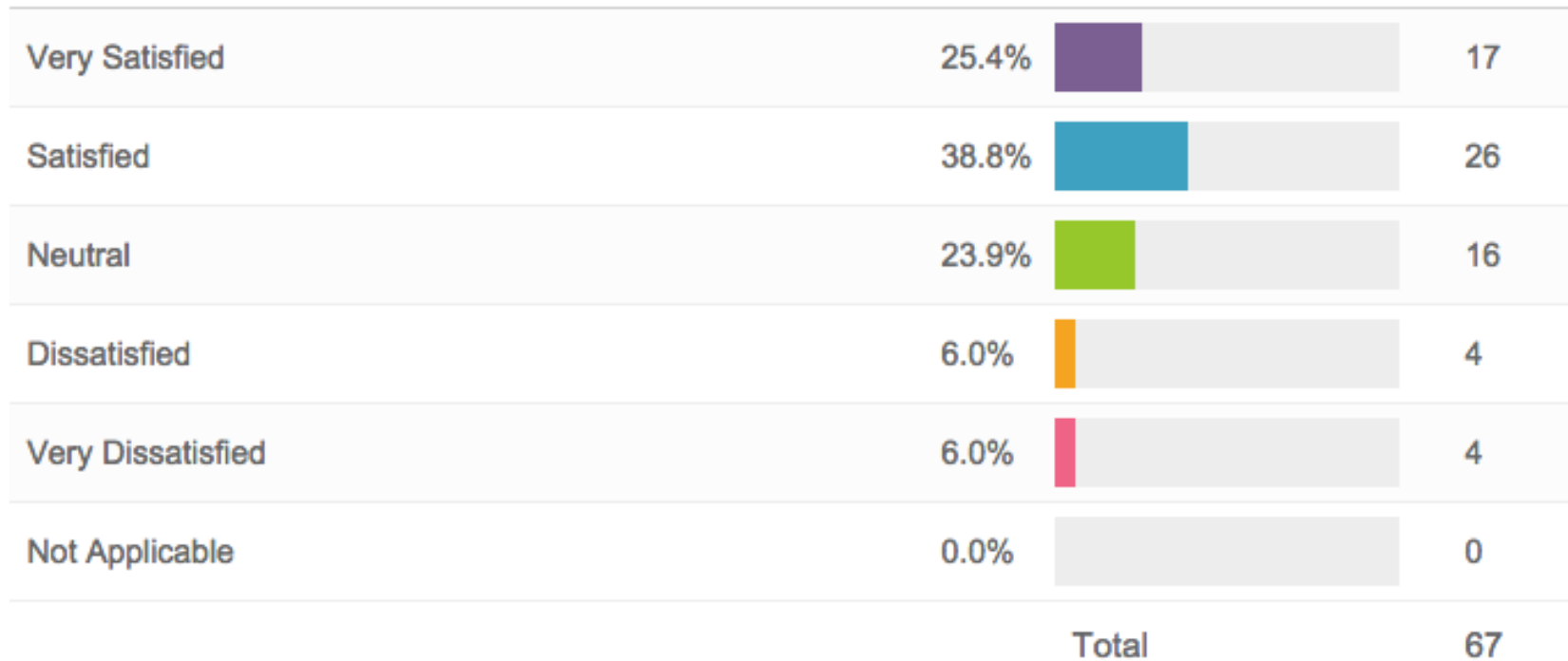
Customer Satisfaction Rate of Top Two ISP Competitors

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Rock Island

Customer satisfaction ratings: **High 64% satisfaction rate**, 24% neutral and low dissatisfaction rate of 12%.



Most Important Internet Features to Consumers

Rank the below Internet service features according to importance (1=most important, 4=least important):

Analysis shows that the following features are the most important to customers overall (those marking 1-2 on the table below).

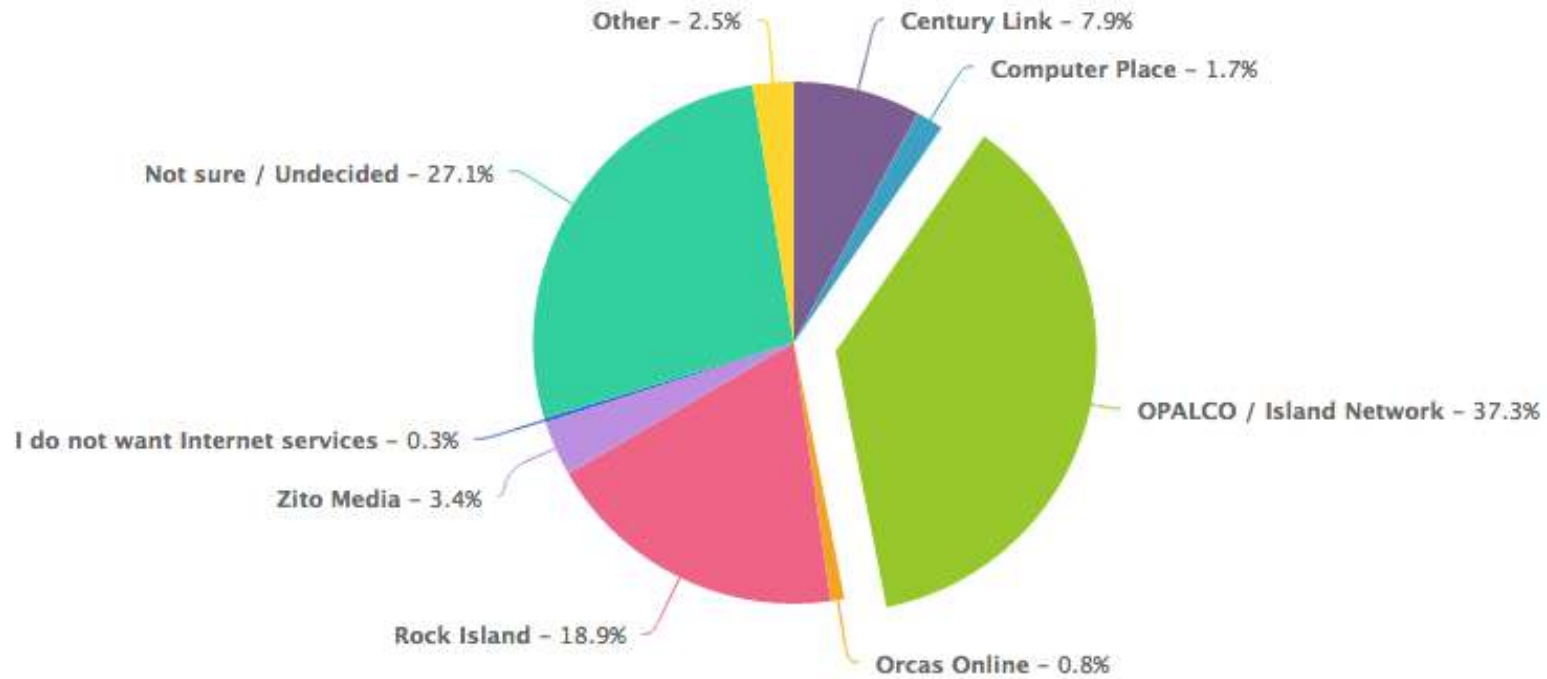
Faster internet speeds (62-80%) and reliability & customer service (67-84%).

	1	2	3	4
Additional services (such as phone, television)	59 17.4%	80 23.6%	84 24.8%	116 34.2%
Faster speeds	215 62.0%	64 18.4%	23 6.6%	45 13.0%
More data	109 32.2%	89 26.3%	75 22.2%	65 19.2%
Reliability and customer service	232 67.2%	57 16.5%	17 4.9%	39 11.3%

Brand Perception - Internet Providers

OPALCO's goal is for our membership to have the Internet services they need. Various providers will be able to utilize OPALCO's network to deliver Internet services. Which provider would you prefer to use for your Internet service?

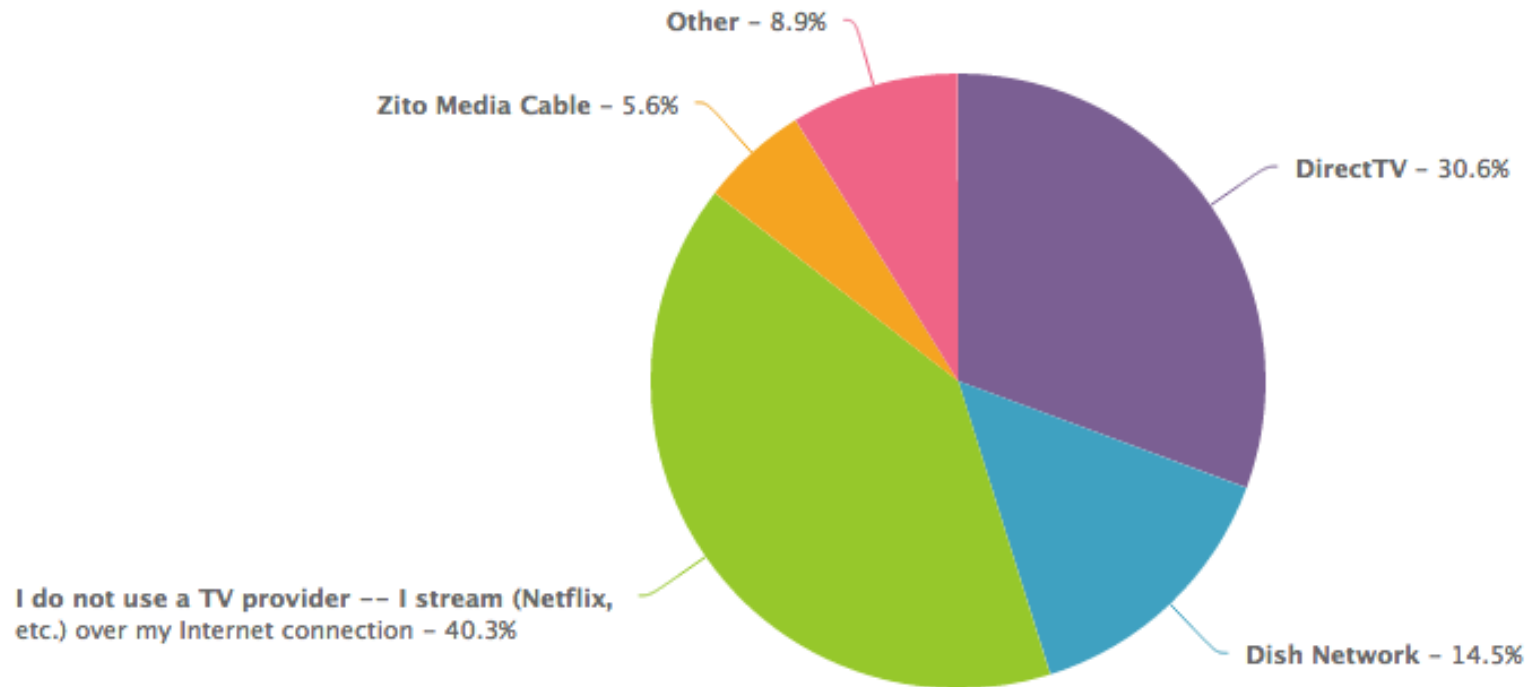
37% of those surveyed said that they would prefer to use the Island Network as their internet provider. 27% are undecided. Rock Island holds 18.9%, a similar percentage to those who already have them as a provider.



Television

Who is your current Television Provider?






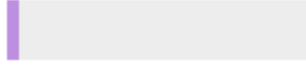
40% use internet streaming only to watch T.V. 31% have DirectTV and 15% uses the Dish Network.



Television

How satisfied are you with your current television provider?

The data below shows the satisfaction of those WITH a T.V. provider (after removing those who do not have a provider). 38% are satisfied with their current television provider, 35% are dissatisfied, 23% neutral.

Very Satisfied	9.9%		21
Satisfied	28.2%		60
Neutral	23.0%		49
Dissatisfied	21.1%		45
Very Dissatisfied	14.1%		30
Not Applicable	3.8%		8
		Total	213

Contractual agreements

Do you have a multiyear contract?

71% of survey takers do not currently have a multi-year contract at all. Just 20% have any kind of multiyear contract.



Do you have a multiyear contract with your current internet service provider?

69% of survey takers do not currently have a multi-year internet service contract. Just 13% definitely have a multiyear contract. 17% do not know.



Pricing

Most households in San Juan County get their Internet, phone and television services from more than one provider. The average expenditure for phone and Internet is \$75; cable/dish TV is \$85 – for a total average monthly cost of about \$160. Would you be willing to pay the bundled cost of \$160/month to get all three services from a single provider?

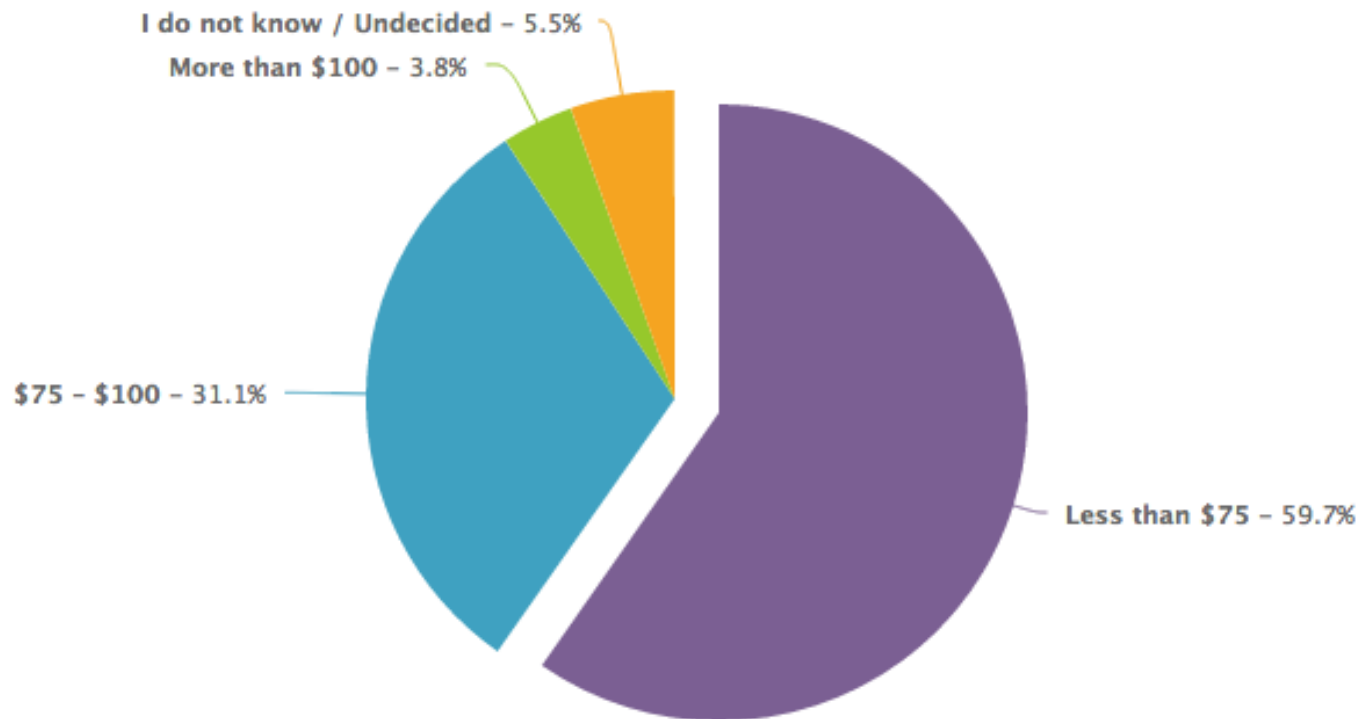
Minus the 40% of respondents who stream, the remaining 47%, of those with a current service provider are willing to pay \$160 for a bundle deal. Additional note: overall data (including those that stream) indicates that 34% would be willing to pay and 45% wouldn't.

Yes	46.5%		98
No	34.6%		73
I do not know / Undecided	19.0%		40

Pricing

What is the most you would be willing to pay monthly for internet (a minimum of 10mbps and potentially much faster) plus phone service?

60% of all of those surveyed would not pay more than \$75 for internet and phone service.



Pricing

Given an acceptable price, are you willing to commit to a longer term service contract?

The data below shows that 74% are willing to sign up for a one year contract (this is an accumulation of those who answered up to 1, 2 & 3 years). Overall 53% are willing to sign up for up to 2 years and 21% for 3 years. 11.4% are against contractual agreements, whilst 14% are undecided.



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