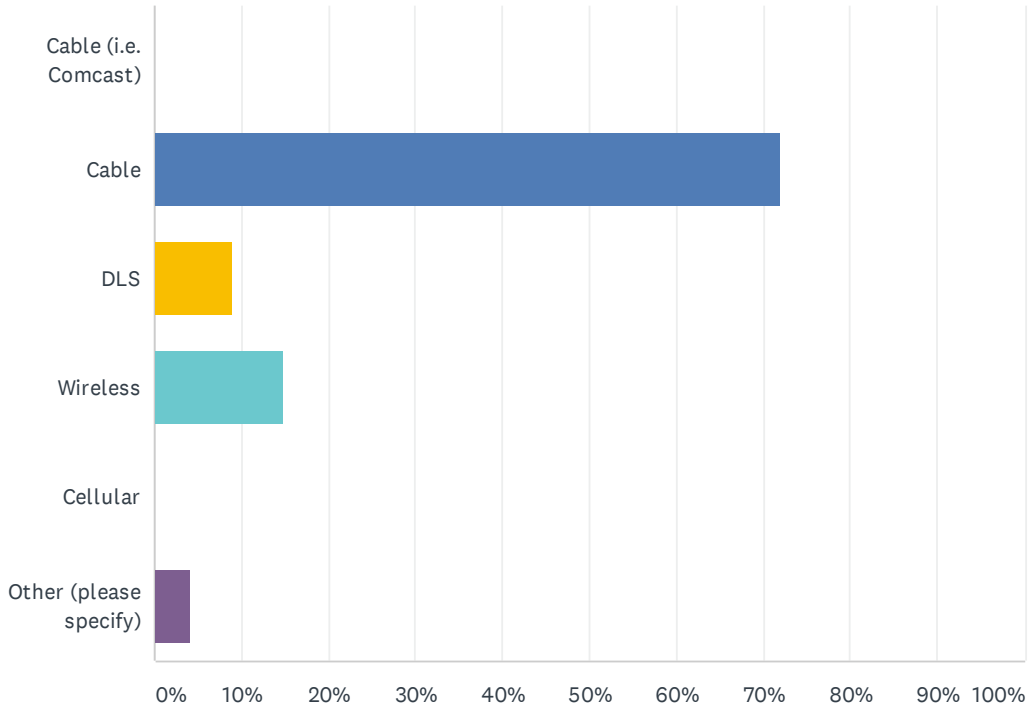


Q1 What type of internet service do you currently have?

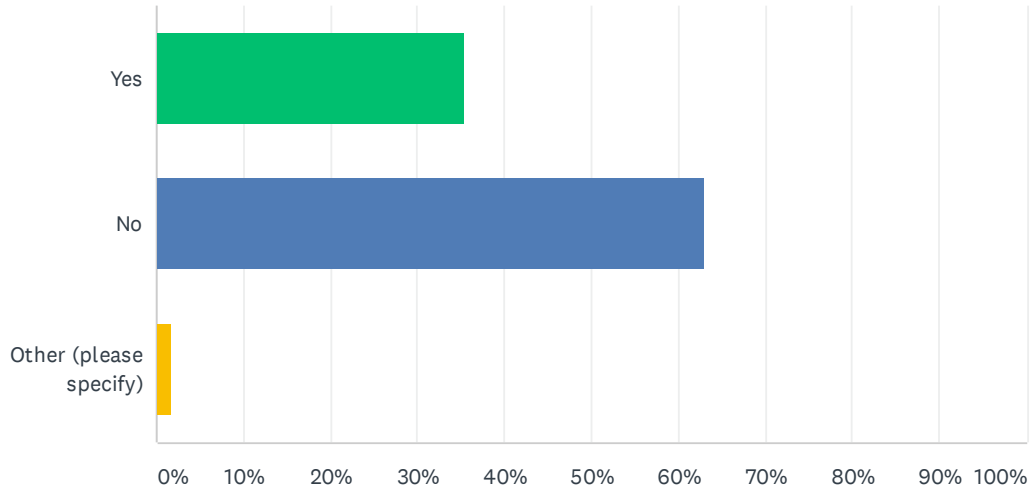
Answered: 311 Skipped: 0



ANSWER CHOICES	RESPONSES	
Cable (i.e. Comcast)	0.00%	0
Cable	72.03%	224
DLS	9.00%	28
Wireless	14.79%	46
Cellular	0.00%	0
Other (please specify)	4.18%	13
TOTAL		311

Q2 Do you have telephone service that is non-cellular?

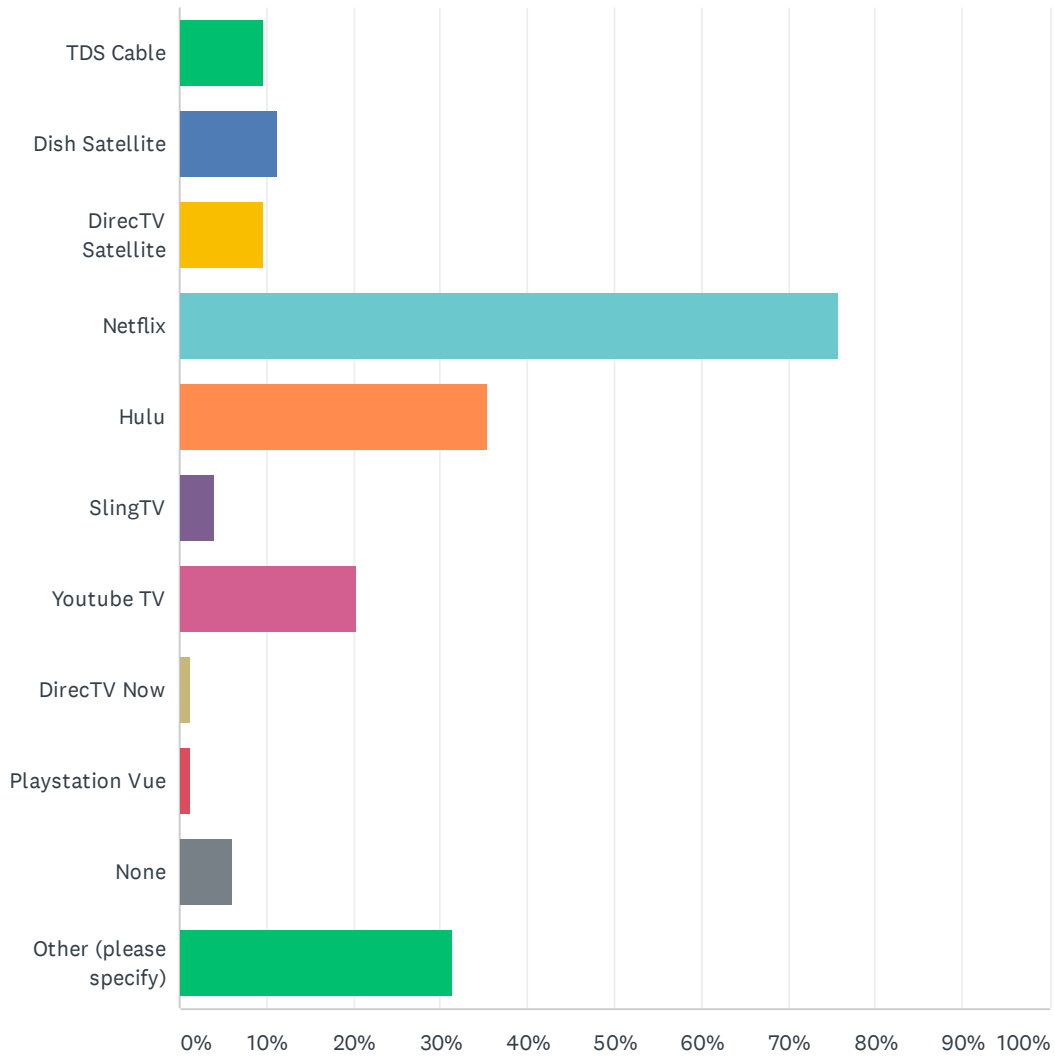
Answered: 311 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	35.37%	110
No	63.02%	196
Other (please specify)	1.61%	5
TOTAL		311

Q3 Which of the following Video Services do you currently have?

Answered: 309 Skipped: 2

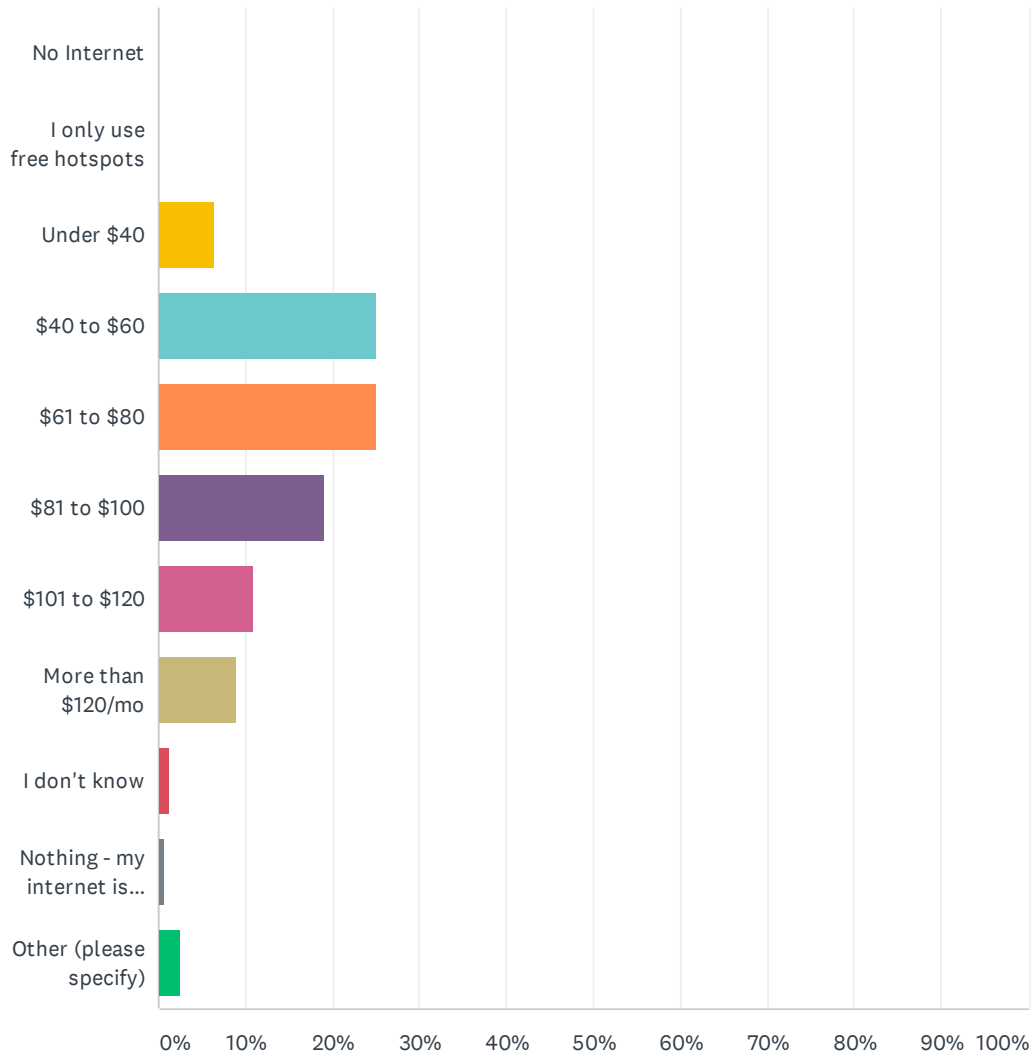


Highland City Broadband Survey

ANSWER CHOICES	RESPONSES	
TDS Cable	9.71%	30
Dish Satellite	11.33%	35
DirecTV Satellite	9.71%	30
Netflix	75.73%	234
Hulu	35.28%	109
SlingTV	3.88%	12
Youtube TV	20.39%	63
DirecTV Now	1.29%	4
Playstation Vue	1.29%	4
None	6.15%	19
Other (please specify)	31.39%	97
Total Respondents: 309		

Q4 Currently, how much do you pay for internet service each month?

Answered: 311 Skipped: 0

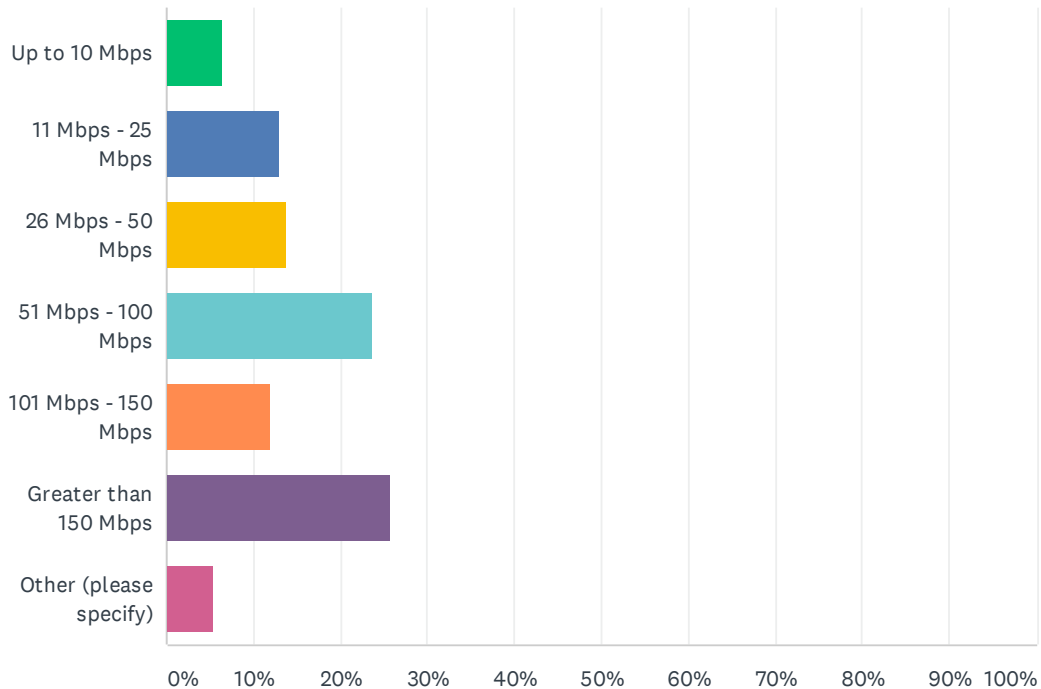


Highland City Broadband Survey

ANSWER CHOICES	RESPONSES	
No Internet	0.00%	0
I only use free hotspots	0.00%	0
Under \$40	6.43%	20
\$40 to \$60	25.08%	78
\$61 to \$80	25.08%	78
\$81 to \$100	18.97%	59
\$101 to \$120	10.93%	34
More than \$120/mo	9.00%	28
I don't know	1.29%	4
Nothing - my internet is included as part of a package (i.e. HOA fees, rent)	0.64%	2
Other (please specify)	2.57%	8
TOTAL		311

Q5 What is the download speed of your internet connection

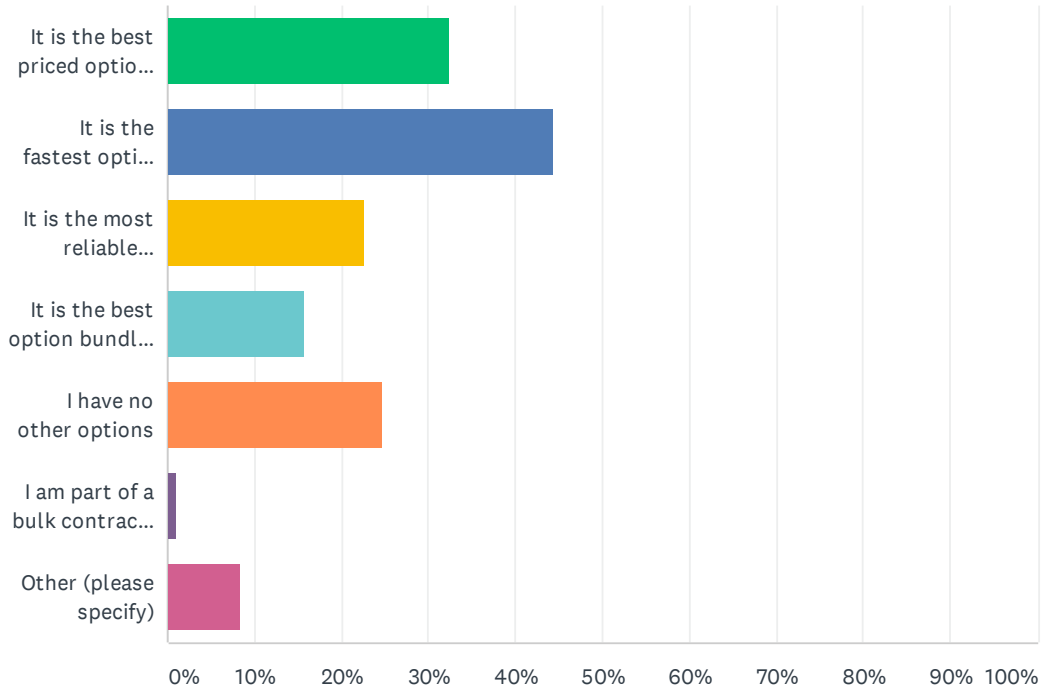
Answered: 310 Skipped: 1



ANSWER CHOICES	RESPONSES	
Up to 10 Mbps	6.45%	20
11 Mbps - 25 Mbps	12.90%	40
26 Mbps - 50 Mbps	13.87%	43
51 Mbps - 100 Mbps	23.55%	73
101 Mbps - 150 Mbps	11.94%	37
Greater than 150 Mbps	25.81%	80
Other (please specify)	5.48%	17
TOTAL		310

Q6 Why did you select the Internet service that you currently have? (select all that apply)

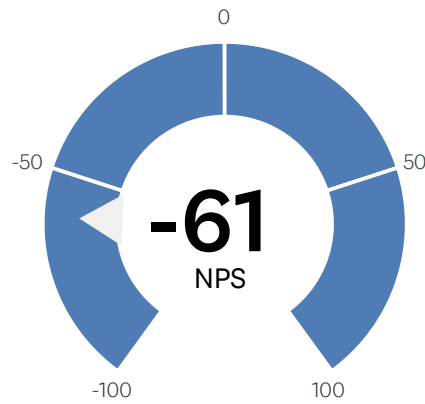
Answered: 311 Skipped: 0



ANSWER CHOICES	RESPONSES	
It is the best priced option available	32.48%	101
It is the fastest option available	44.37%	138
It is the most reliable service available	22.51%	70
It is the best option bundled with other services (i.e. phone, TV)	15.76%	49
I have no other options	24.76%	77
I am part of a bulk contract and am required to have it (through HOA or rent)	0.96%	3
Other (please specify)	8.36%	26
Total Respondents: 311		

Q7 How likely is it that you would recommend your current Internet service to a friend or colleague?

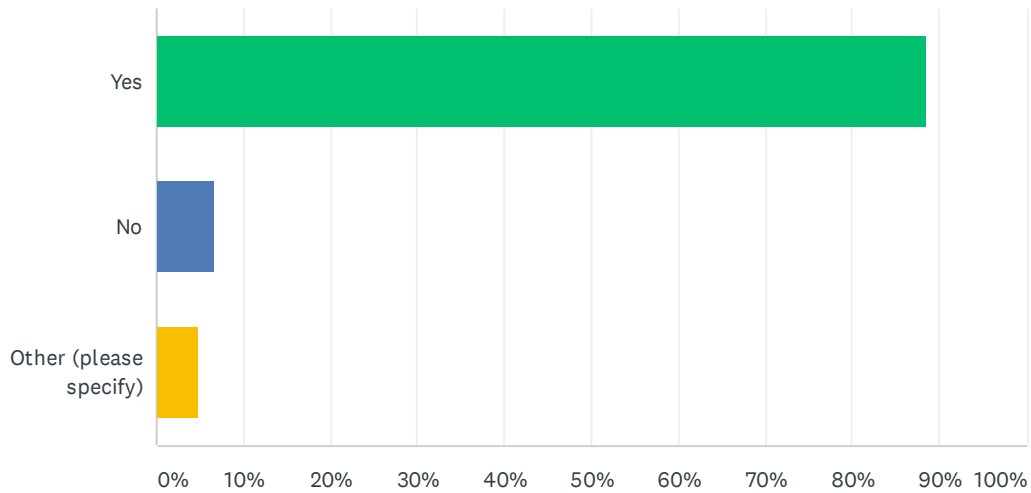
Answered: 311 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
69% 215	23% 71	8% 25	-61

Q8 Are you supportive of the city actively pursuing additional broadband options for our community?

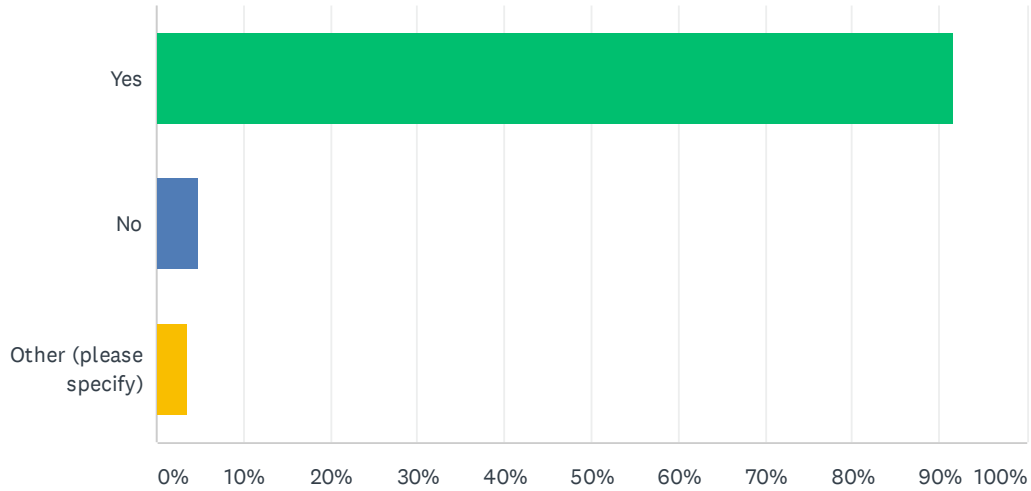
Answered: 311 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	88.42%	275
No	6.75%	21
Other (please specify)	4.82%	15
TOTAL		311

Q9 Are you supportive of the city building a fiber-to-the-home network if it can be paid for only by those that voluntarily sign up for services (no taxes or fees for non-subscribers)?

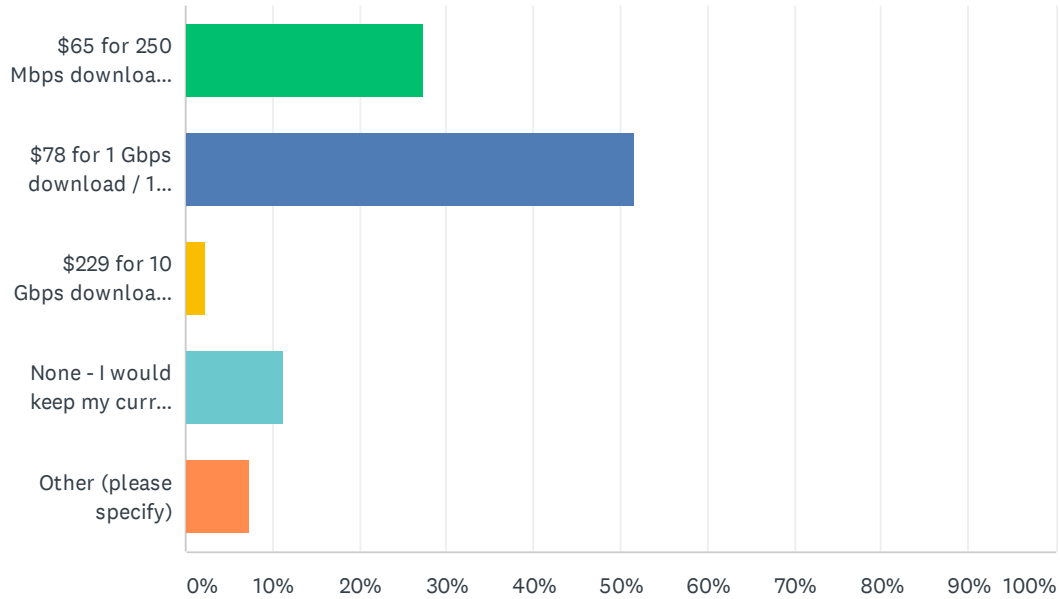
Answered: 311 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.64%	285
No	4.82%	15
Other (please specify)	3.54%	11
TOTAL		311

Q10 If you were offered the following options from a fiber broadband provider, what would you sign up for?

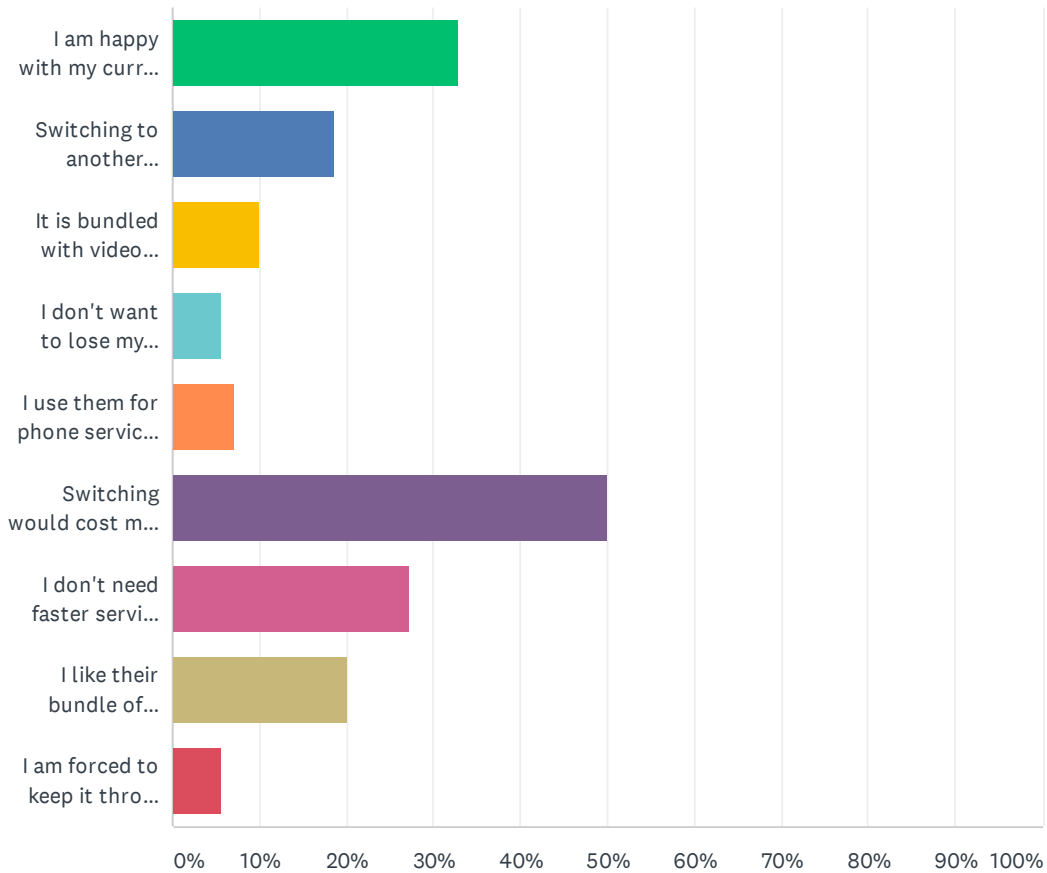
Answered: 311 Skipped: 0



ANSWER CHOICES	RESPONSES	
\$65 for 250 Mbps download / 250 Mbps upload	27.33%	85
\$78 for 1 Gbps download / 1 Gbps upload	51.77%	161
\$229 for 10 Gbps download / 10 Gbps upload	2.25%	7
None - I would keep my current service	11.25%	35
Other (please specify)	7.40%	23
TOTAL		311

Q11 If you answered the previous question "None - I would keep my current service" to the previous question, why would you keep your current Internet service?

Answered: 70 Skipped: 241



ANSWER CHOICES	RESPONSES	
I am happy with my current service	32.86%	23
Switching to another provider is a hassle	18.57%	13
It is bundled with video service has channels I can't get from other providers	10.00%	7
I don't want to lose my email address	5.71%	4
I use them for phone service and don't want to lose my phone number	7.14%	5
Switching would cost me more money	50.00%	35
I don't need faster service than what I currently have	27.14%	19
I like their bundle of services and don't want to have to buy services from multiple providers	20.00%	14
I am forced to keep it through an HOA or rental agreement	5.71%	4
Total Respondents: 70		

Q12 What is your street address? (optional)

Answered: 173 Skipped: 138

Q13 What is your name? (optional)

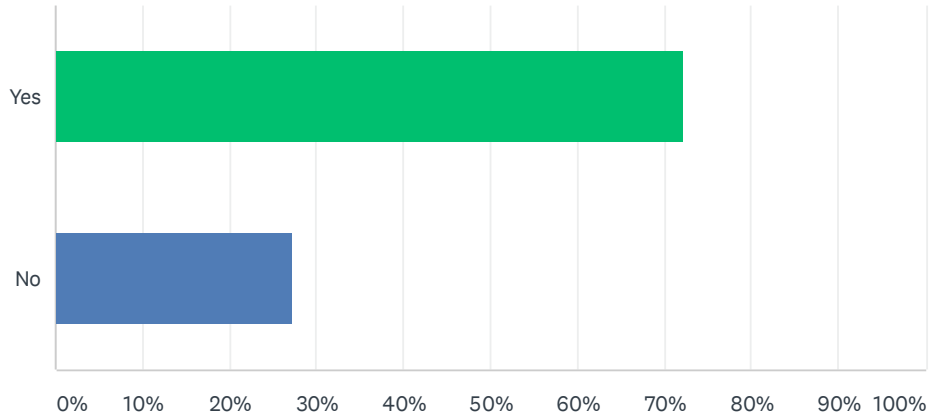
Answered: 153 Skipped: 158

Q14 What is your email address? (optional)

Answered: 144 Skipped: 167

Q15 Would you like to receive email updates on any news related to the city pursuing additional broadband options?

Answered: 262 Skipped: 49



ANSWER CHOICES	RESPONSES	
Yes	72.14%	189
No	27.10%	71
TOTAL		262