

CTC



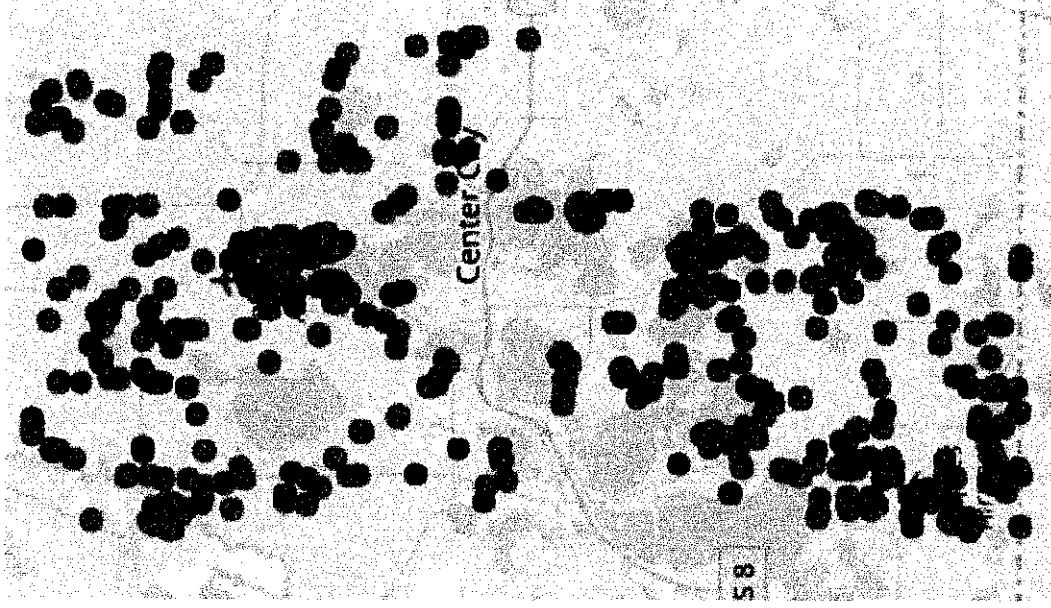
# **Chisago Lake Township Internet Survey Results**

**Chisago  
Lake  
Township  
Broadband  
Survey**

- **Goal 1197**
- **427** Survey Submissions (36% of goal)
- **191** Additional Site Visitors (did not complete or submit a survey)

# Chisago Lake Township Broadband Survey

- Where are surveys coming from:
  - **Green** – Those who completed the survey
  - **BLUE** – Those who entered their address but didn't submit



## Speed Test Results

## Marketing Efforts

- **Postcard (sent by township)**
  - 22% of residents completed survey after postcard was sent
- **Targeted email to everyone who had submitted a survey**
  - 90% open rate
  - 2% increase in surveys after email was sent
- **Paid Facebook ad targeting Chisago Lake Township residents**
  - 62 shares, 670 post interactions
  - 12% increase in surveys after post was live

## Speed Test Results

### 349 Used the Speed Test

- **Download Speed Test Results**
  - 53% have speeds of 10 Mbps or less
  - 39% have speeds between 10-50 Mbps
  - Only 8% registered speeds over 50Mbps
- **Upload Speed Test Results**
  - 93% have speeds of 10 Mbps or less
  - 18% have speeds of 10-50 Mbps
  - Only .01% registered speeds over 50 Mbps

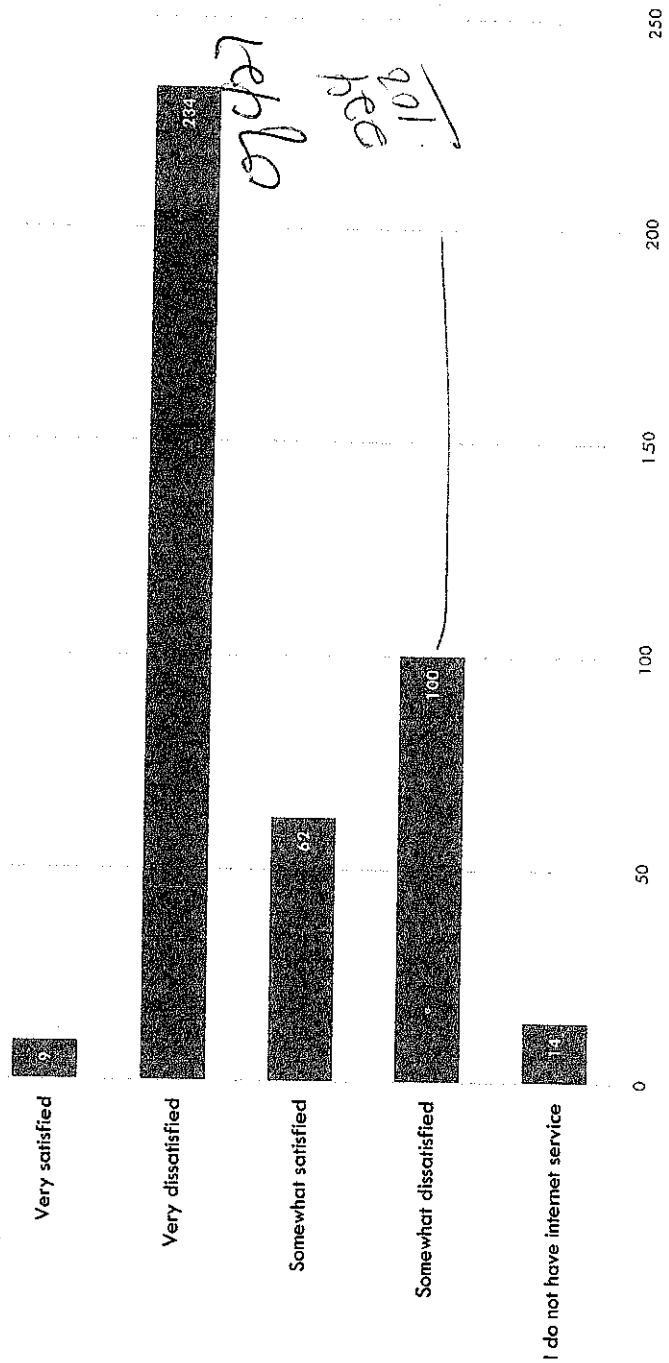
## Survey Results

**A group of local community members are exploring the option of bringing better internet (fiber optics), TV, and phone systems to Chisago Lake township. Are you in support of this effort?**

- 409 said "Yes"
- 10 said "No"
- 7 said they would be interested if they could receive reliable internet at a lower cost.

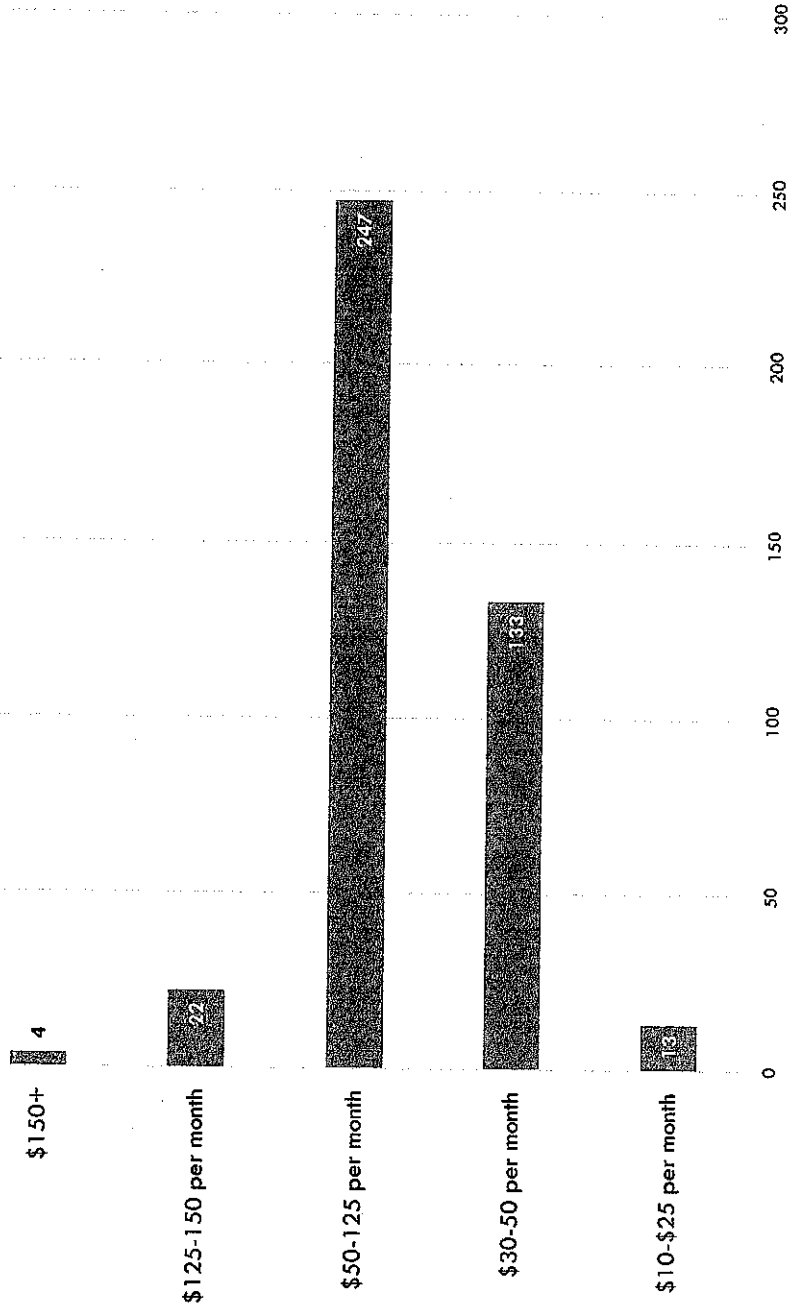
# Survey Results

How satisfied are you with the **QUALITY / SPEED** of your current Internet service?



# Survey Results

What is your current monthly fee for Internet service??



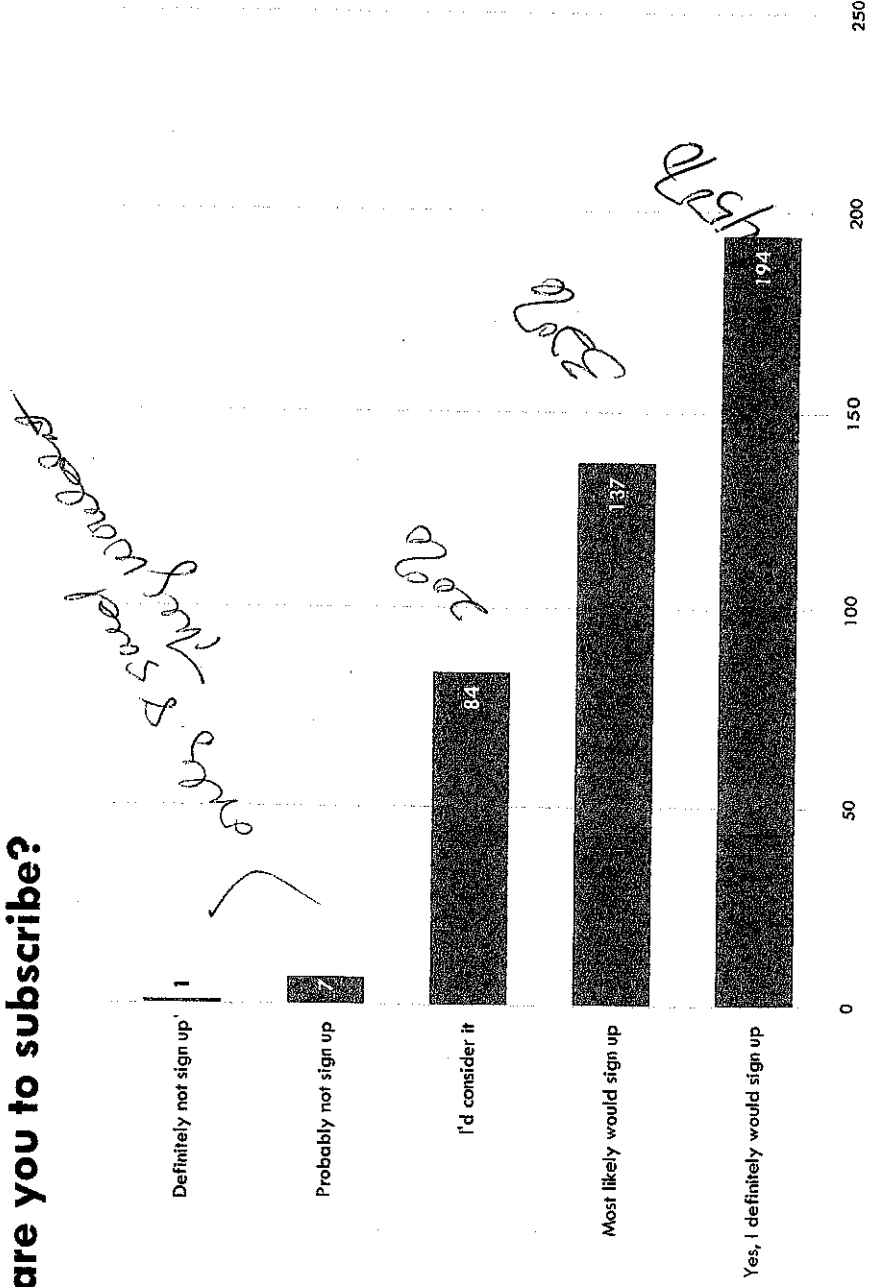
## Survey Results

**Are you concerned that a lack of high-quality Internet will affect the future sale of your home?**

- 270 said "Yes"
- 149 said "No"

# Survey Results

**If high-quality (100 Mbps Up/100 Mbps Down) Internet services were available to your home or business, how likely are you to subscribe?**



## Survey Results

**Bringing high speed fiber optics internet service to Chisago Lake township will cost a substantial amount of money even with a Minnesota Border to Border Broadband grant for about 40% of the cost. Would you be willing to help build this infrastructure by contributing via a special assessment (about \$2,000) on your property taxes spread over a 10 year period?**

*Wp* • 295 said "Yes"

• 124 said "No"

*12/15/12  
MS  
bcl*