Results of Broadband Assessment Silver Valley

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Silver Valley Broadband Needs

- Current economic picture
- Broadband important for economic development and growth
- Retention and expansion of current businesses
- Current speeds are low

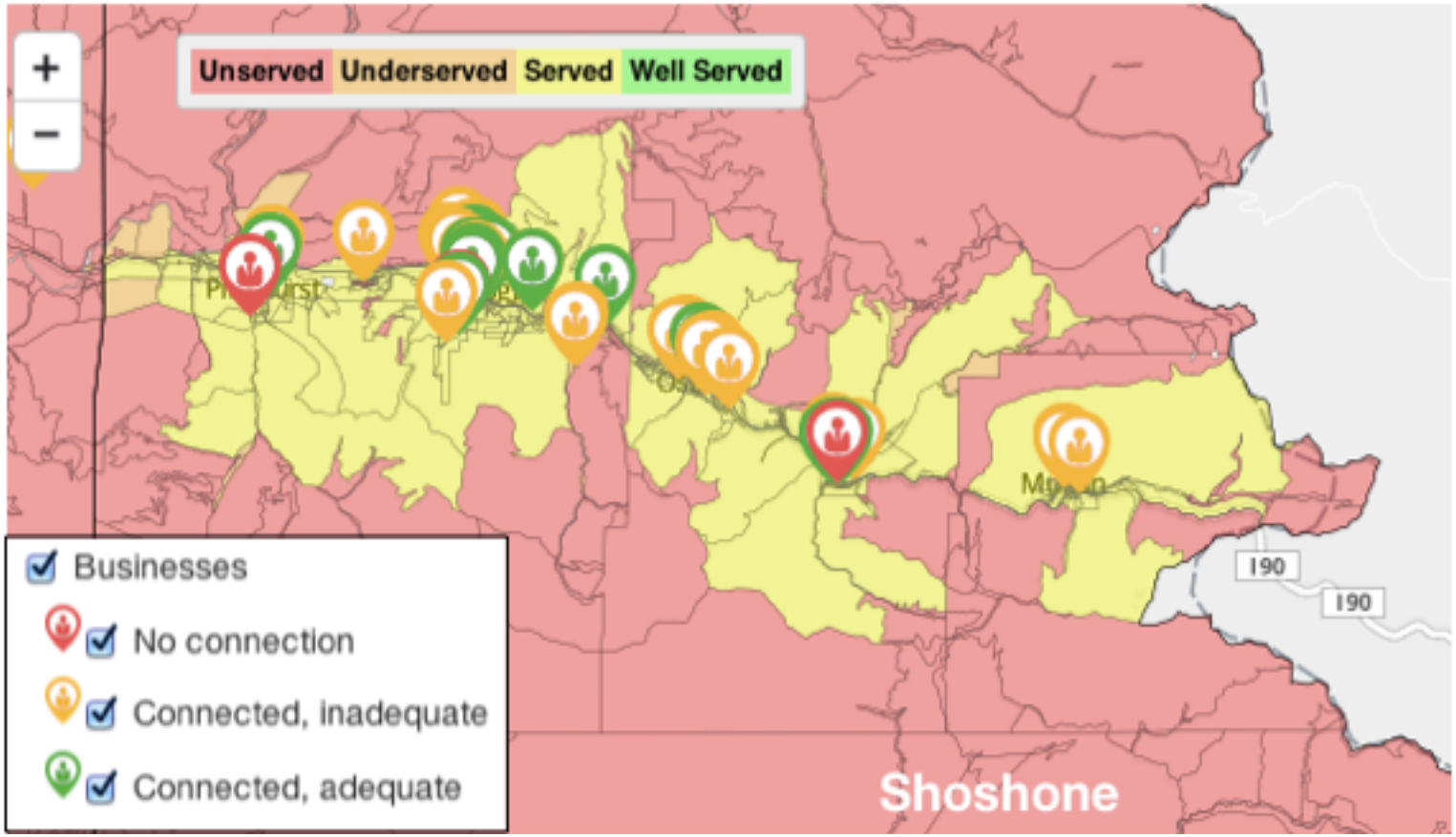
Data

Total responses: 206

- Business survey: 55 responses from 7 cities and 1 town
- 47% of businesses were from Kellogg and 22% were from Wallace.
- Businesses types include: agriculture (1), construction (1), manufacturing (5), retail business (10), service business (19), and other (21).
- Residential survey: 151 from 7 incorporated cities and 2 towns
- Highest residential response: 37 Kellogg, 26 Osburn and 21 from Wallace.

Demand Map

Over 85% of Shoshone County customers live In areas served by at least one wireline broadband provider (area in yellow below)



Business Results

- 62% of business survey respondents indicate their broadband connectivity is not adequate.
- 36% of the 55 business customers receive their broadband service either from a local cable company or traditional phone company (DSL).
- Approximately two-thirds of Shoshone County cable and DSL customers report they are not satisfied with their current service.
- 40% (22) of businesses access broadband through cable as their primary source.
- 25% (14) access broadband through a DSL connection.

Satisfaction Levels

Chart 4: Satisfaction Levels as Related to Technology Type for Businesses

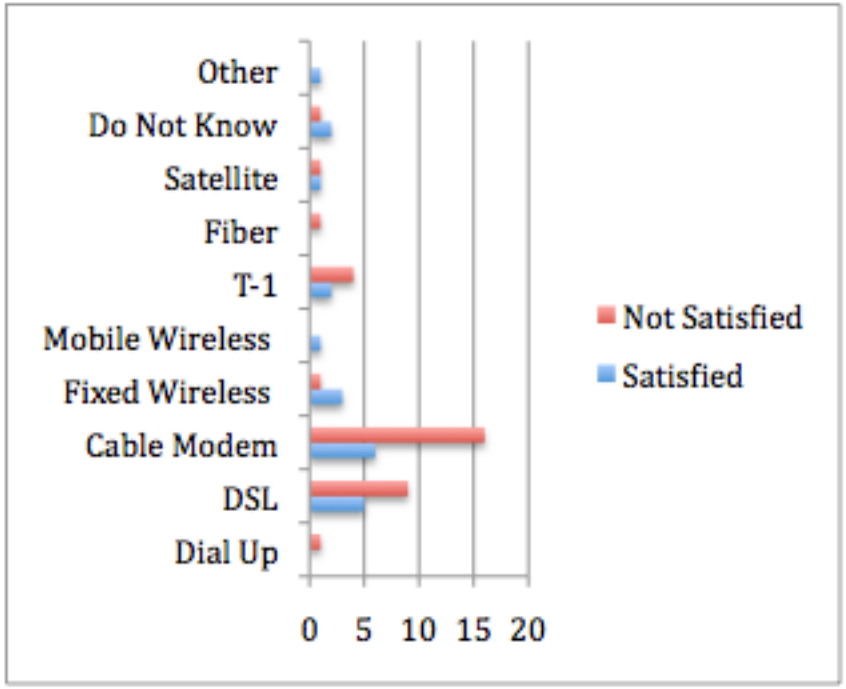
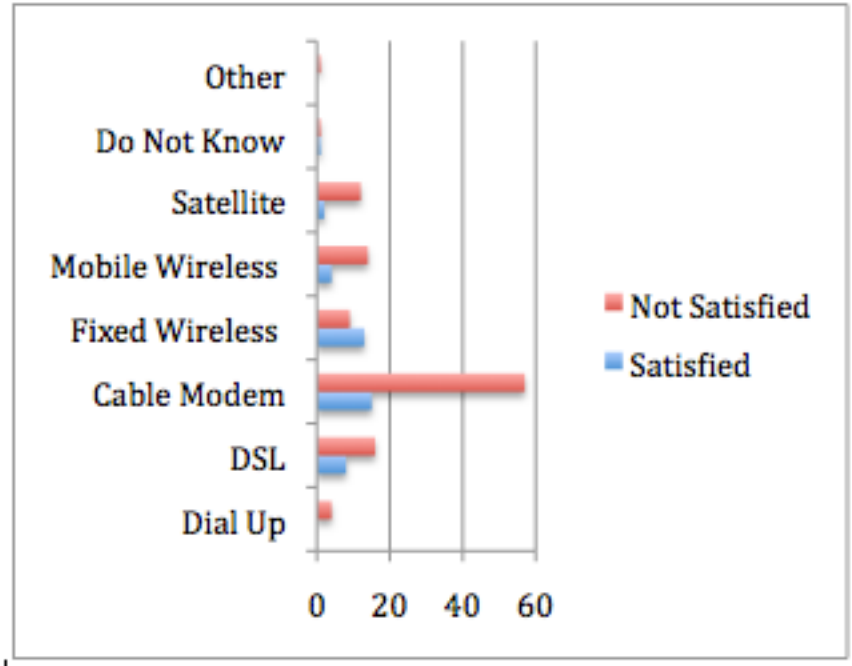


Chart 10: Residential Satisfaction Based on Broadband Connection Type



Business Results

- Most common reasons selected among those dissatisfied with their broadband are quality of service varies (31), and service is too slow (27).
- 88% said that having an Internet connection is critical for their business.
- 79% have a web site.
- Businesses who are dissatisfied with their broadband are often interested in higher broadband speeds.
- The majority (13) of dissatisfied businesses are willing to pay between 10-25% more for higher speeds.

Residential Results

- 72% (102) of residences responding to the survey report their broadband service is inadequate, and 28% (39) state that it is adequate.
- 51% of residential respondents (72) primarily access broadband through cable at home. The next most prevalent connectivity type among respondents was DSL at 17% (24).
- Consumer concerns for the speed and quality of their current broadband connection crosses all technologies. Only for fixed wireless customers was the percentage reporting dissatisfaction with their current service less than 50%.

Residential Results

- The most common reasons selected among those dissatisfied with their broadband are 1) file uploads and downloads take too long (98), 2) browsing is too slow (86), and streaming video is not good quality (85).
- The highest percentage of people responding to the survey as “not satisfied” are located in Osburn (82%) and Kellogg (76%).
- 47 residents indicate they take online classes and 55 telecommute from home.
- 56% of telecommuters say that having a reliable Internet connection is critically important and 40% say it is very important.

Next Steps & Questions

- Scheduled provider meeting
  - Consult with local providers on broadband demand, satisfaction, and willingness to pay more
  - Seek help from providers in clarifying the challenges and what might be done
  - Form a specific strategy to advance community and provider collaboration to address challenges
- Consider applying for funding to develop a community broadband investment plan.
  - Consult with anchor institutions and major users of broadband
- Seek infrastructure funding as appropriate.