

COS Survey Results

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General Information



Survey created by a Swedish firm who worked with Kitsap and other local PUDs



Purpose of survey was to identify existing countywide access to internet and potential fiber/ wireless service demand



Survey could also be used to identify clusters of customers who might be interested in LUD/fiberhood models



Survey Live from May 2017 to July 2018

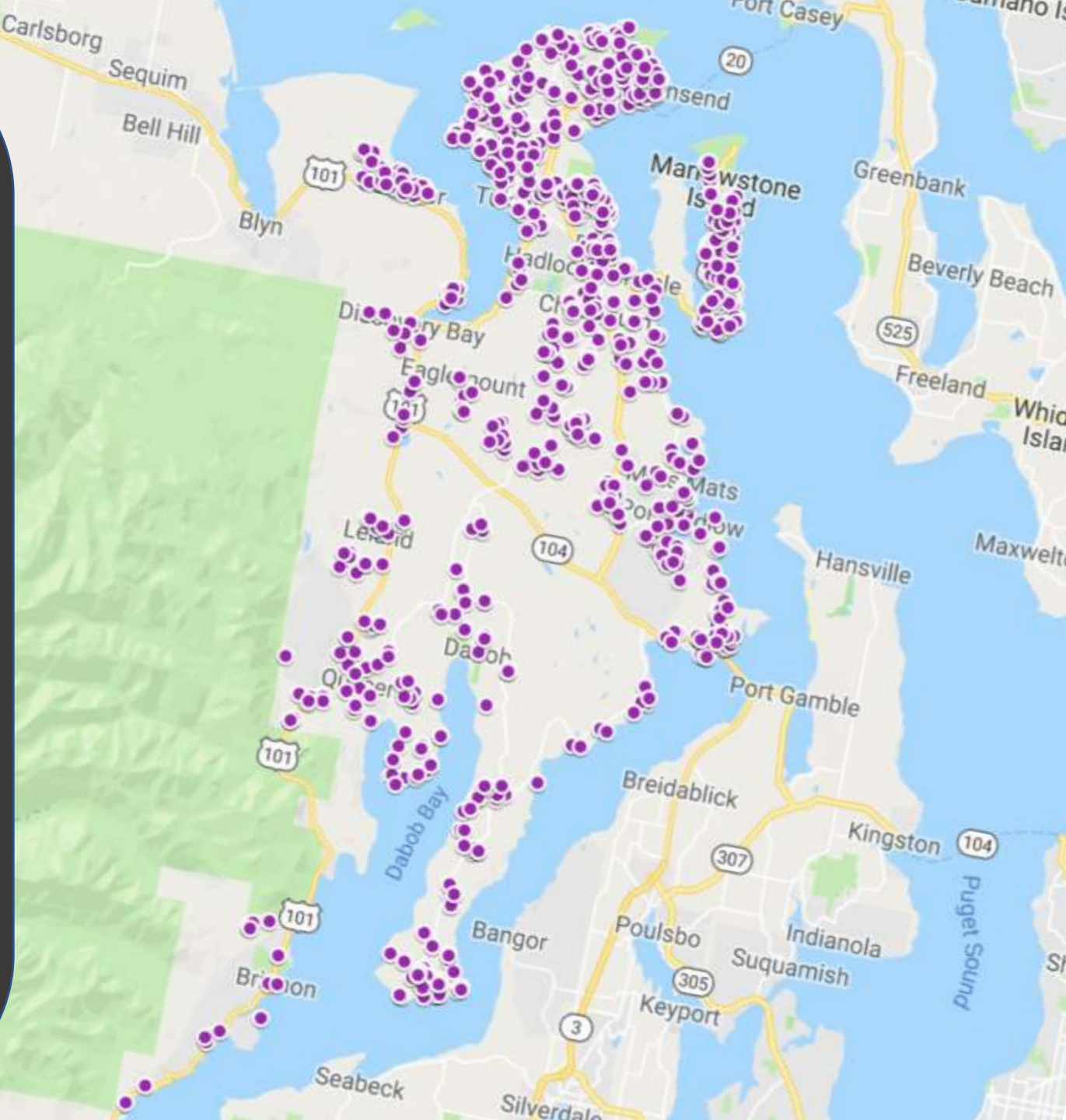
1,086



Respondants

868 had internet service

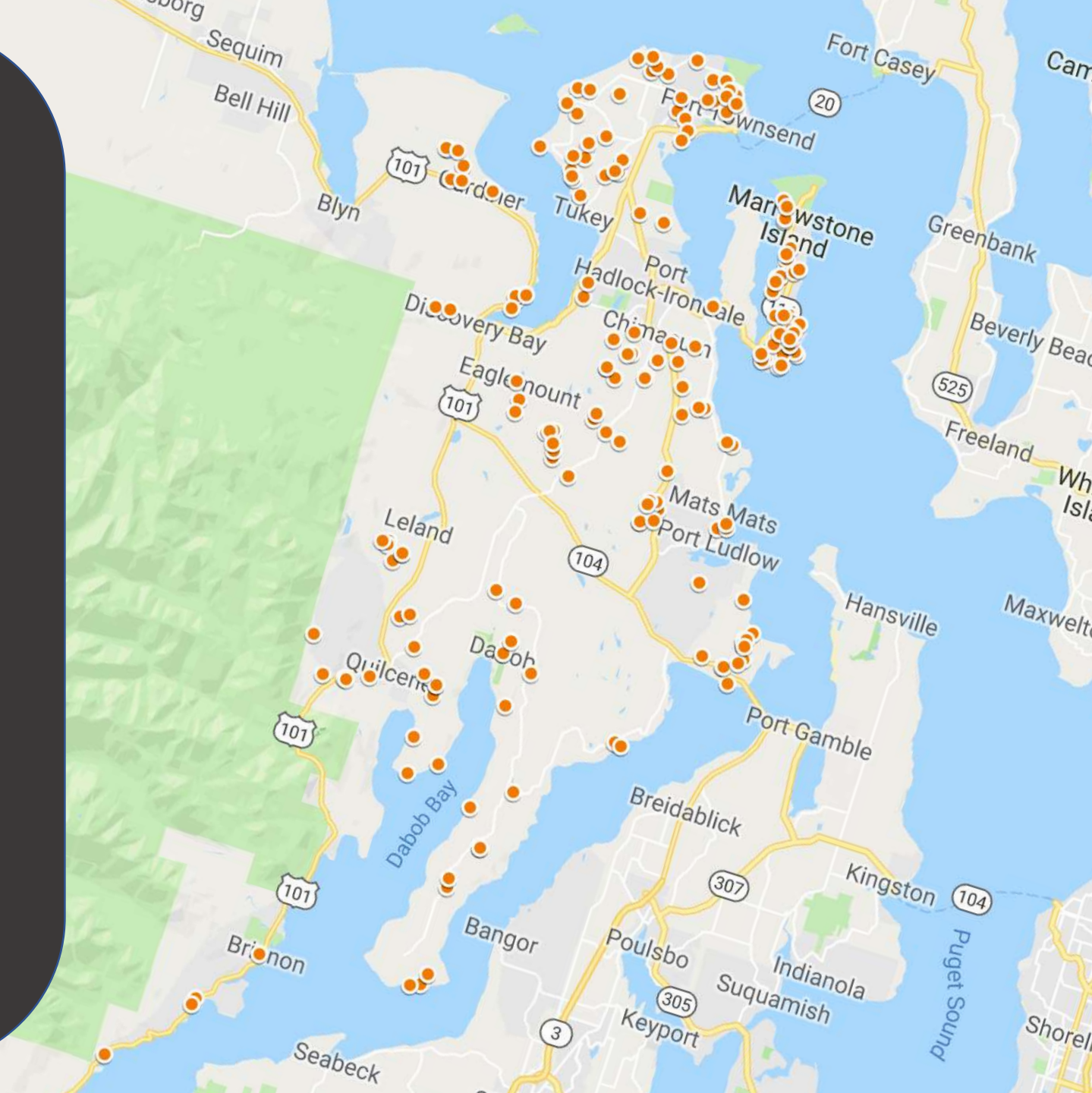
218 did not



0-5 mbps

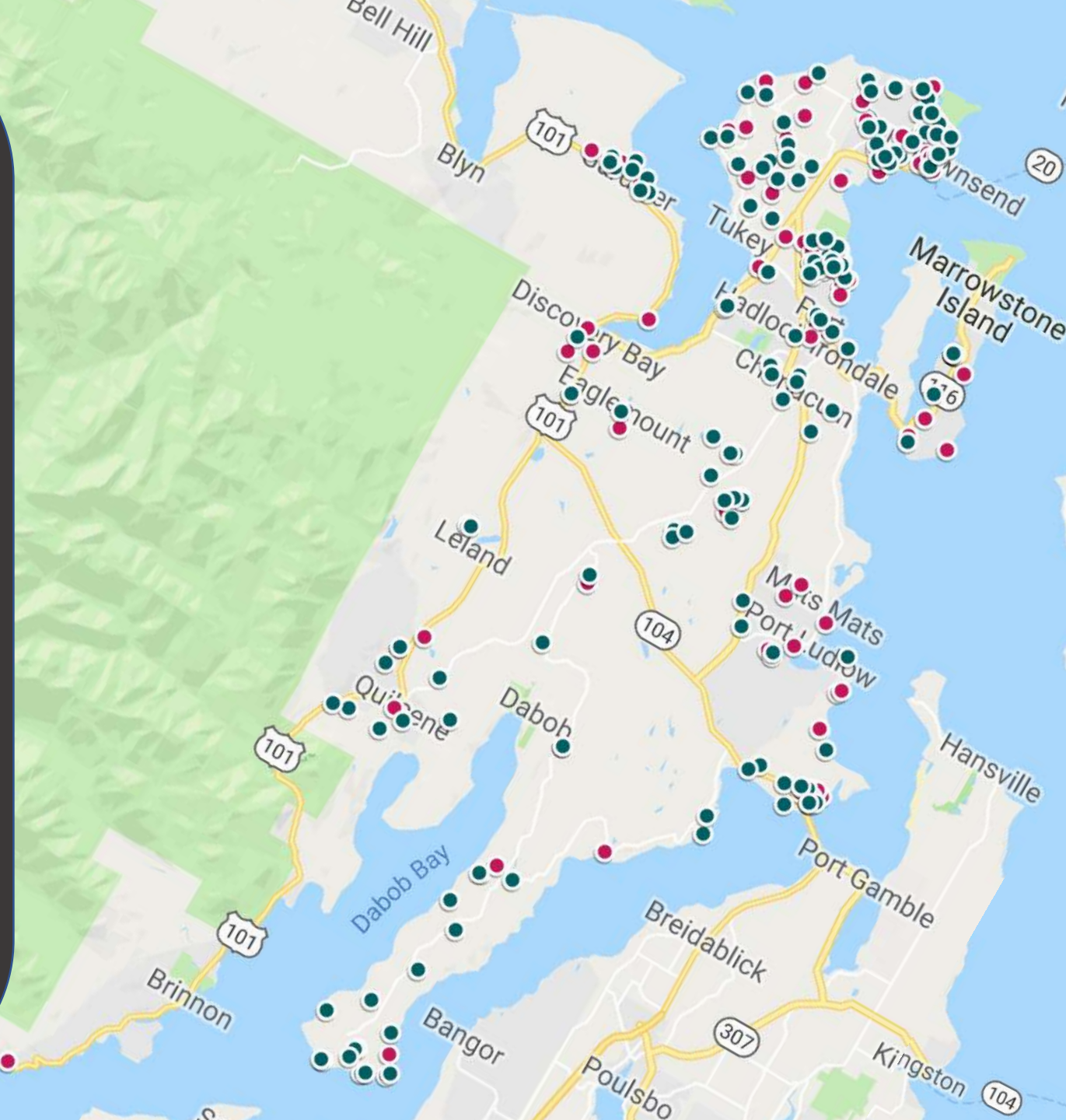


The majority of respondents did not know their internet speed



5-10 mbps 

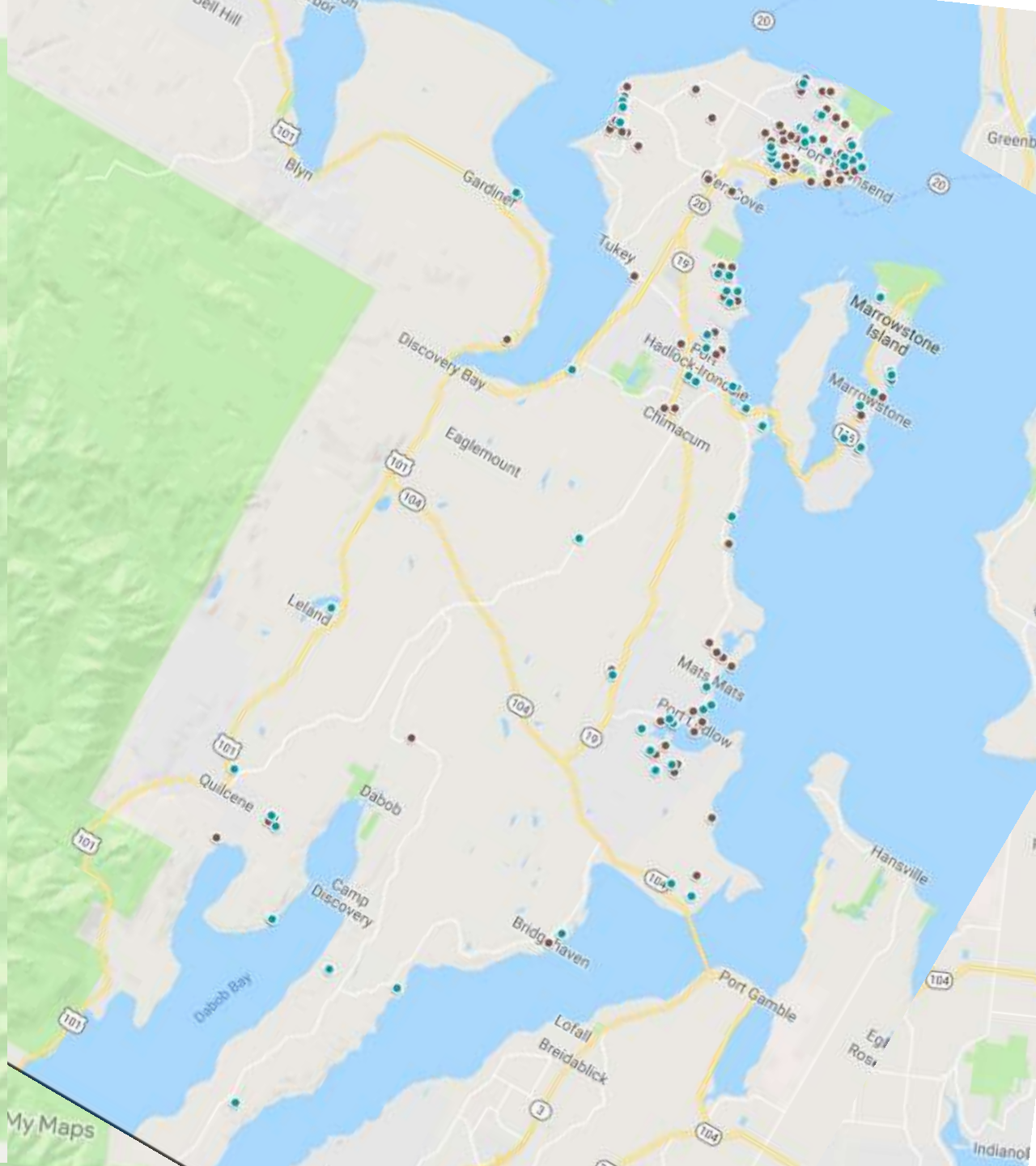
10-20 mbps 



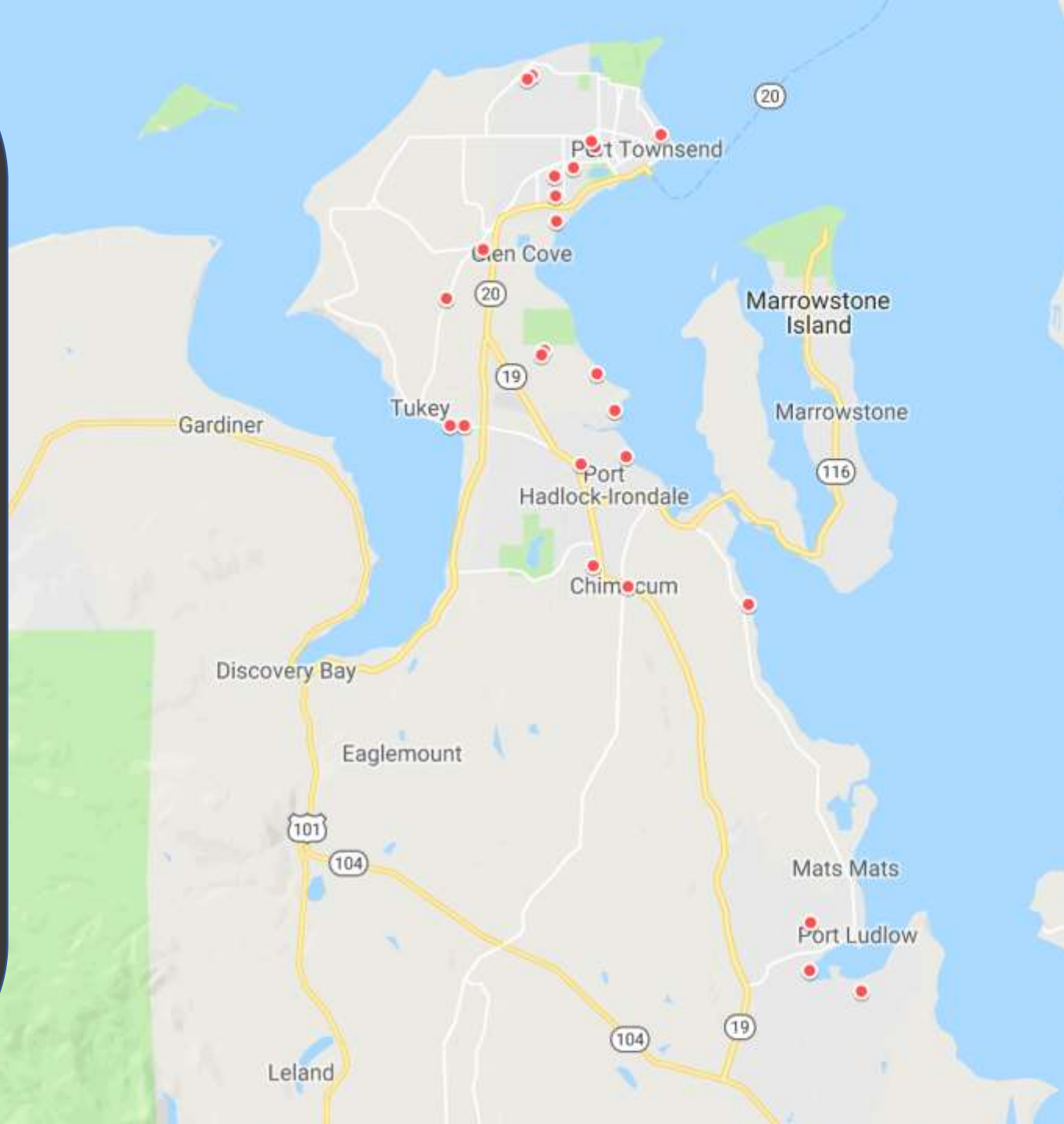
20-50 mbps



50-100 mbps



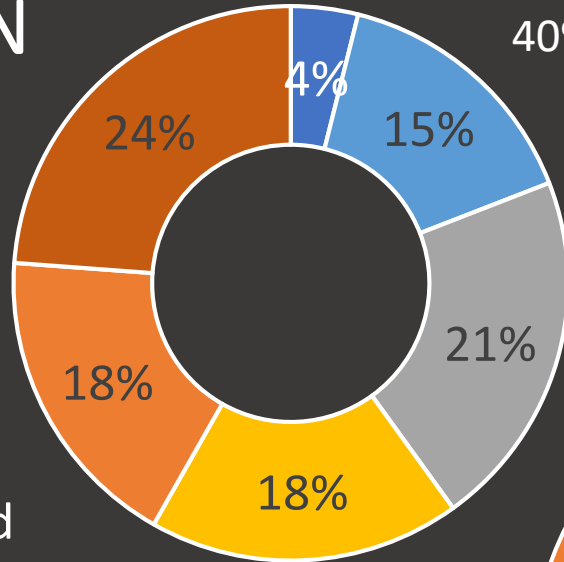
100+ mbps



AGGREGATE SATISFACTION

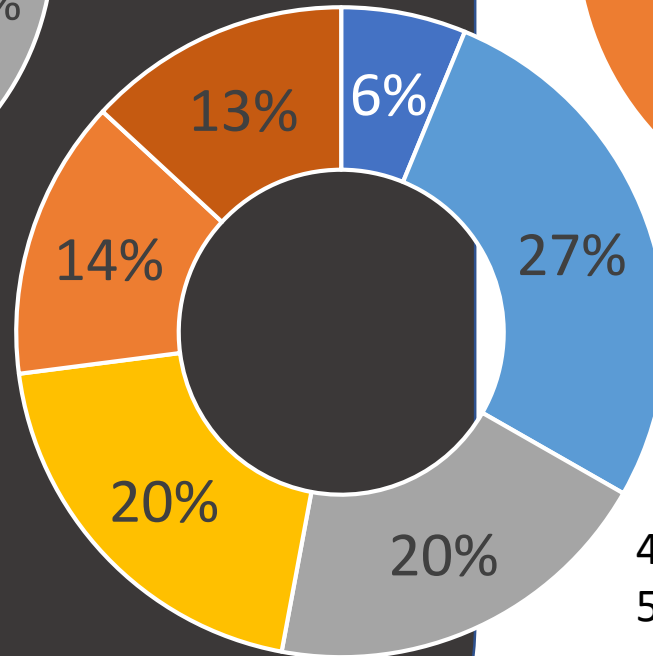
- Fully satisfied
- Mostly satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Mostly dissatisfied
- Very dissatisfied

SPEED



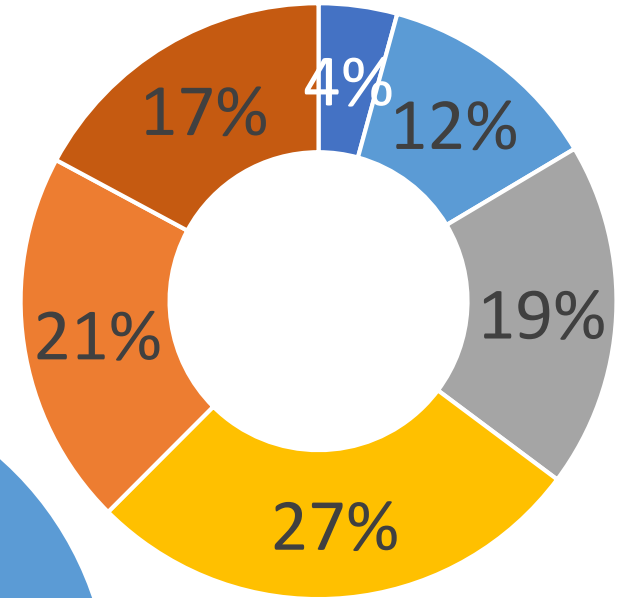
60% Dissatisfied
40% Satisfied

RELIABILITY



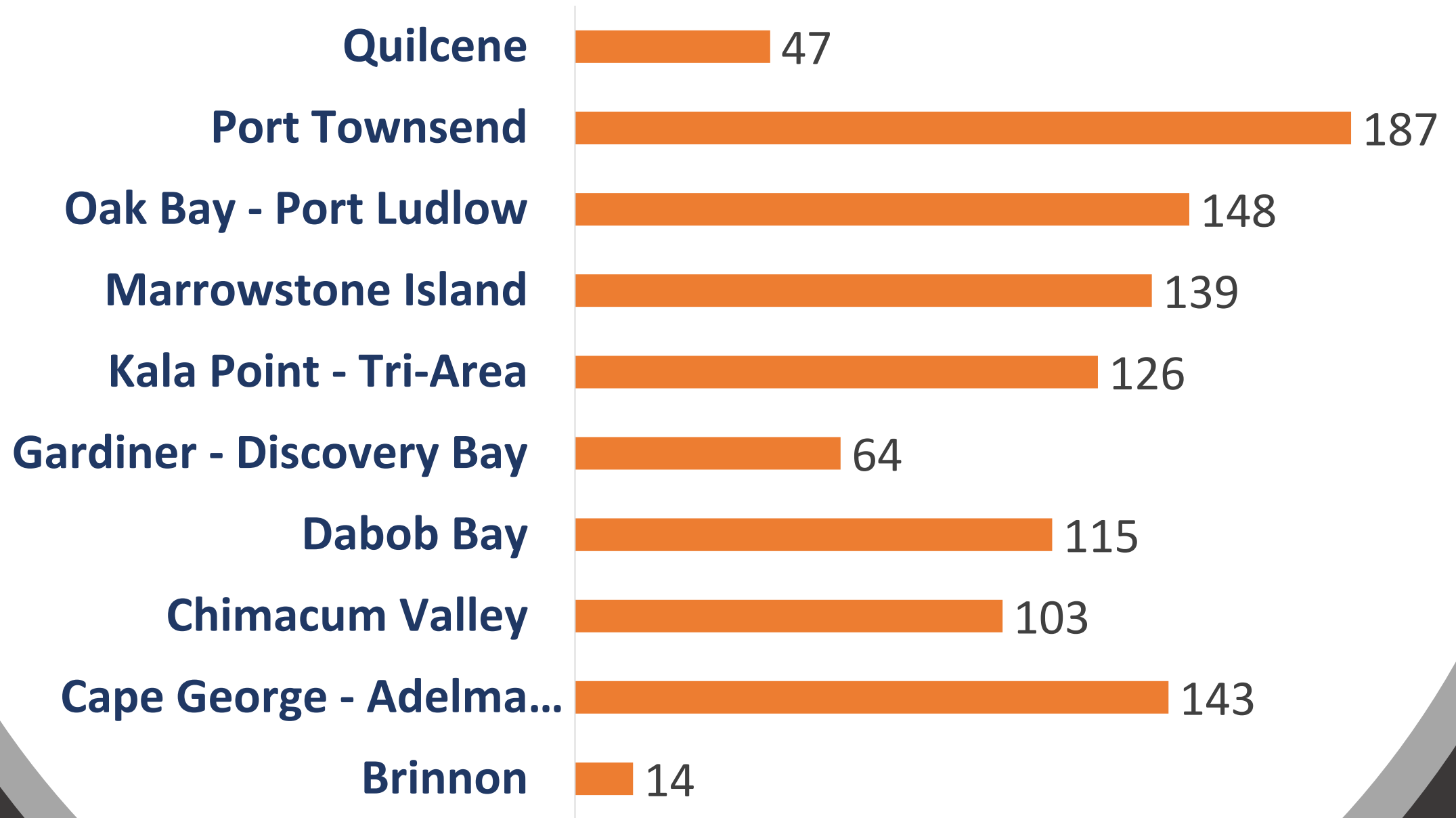
47% Dissatisfied
53% Satisfied

PRICE

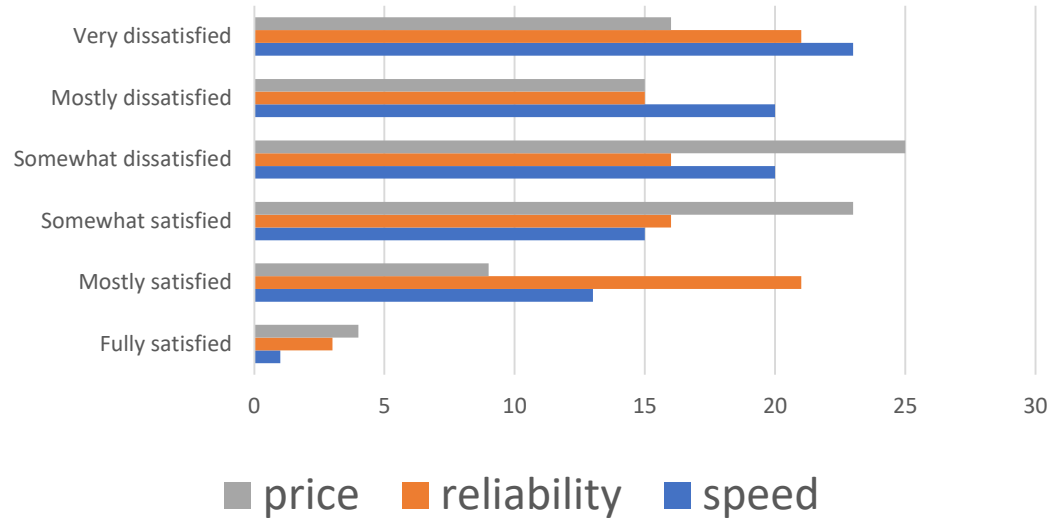


65% Dissatisfied
35% Satisfied

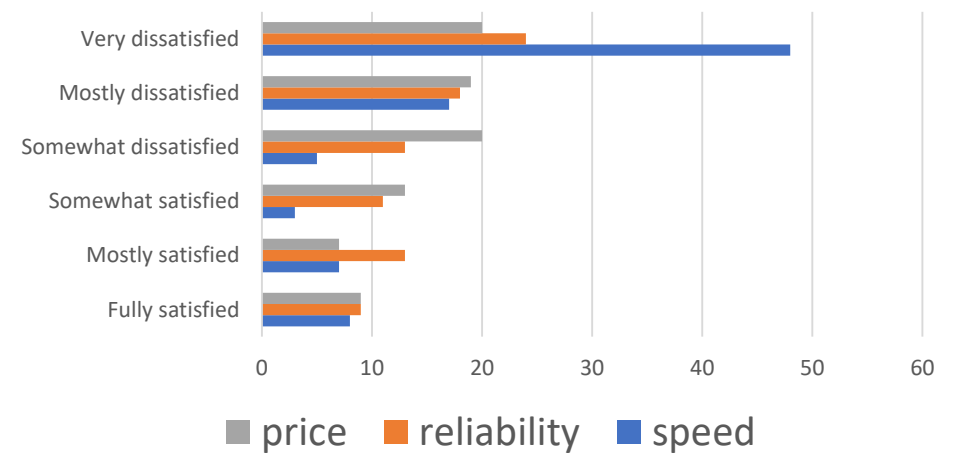
OF Responses by SERVICE AREA



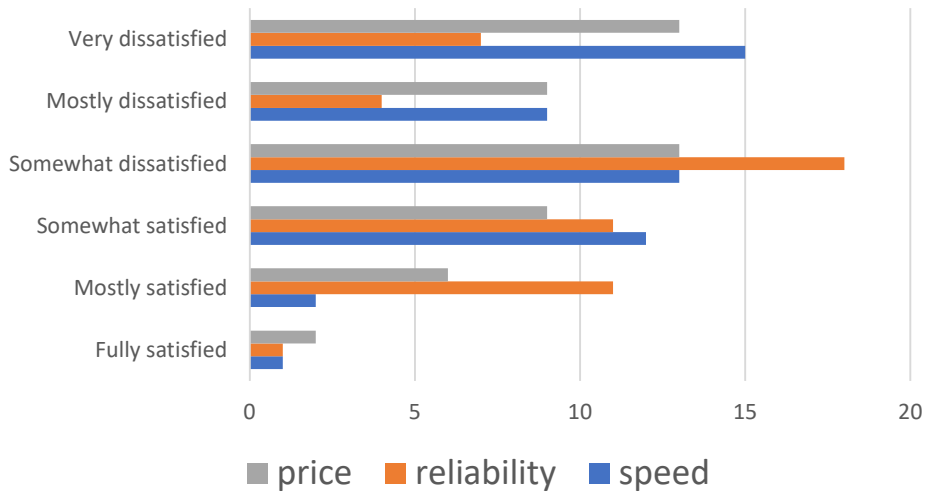
DABOB



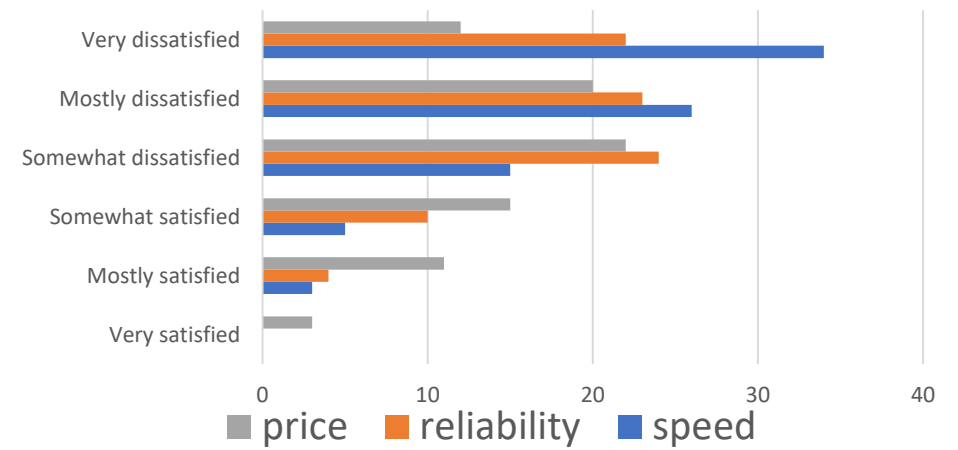
MARROWSTONE



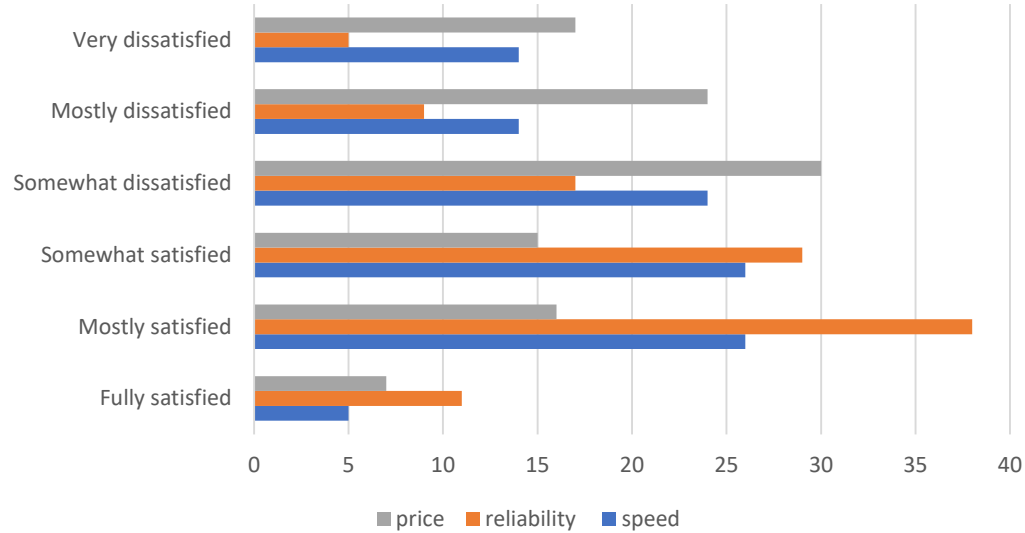
GARDINER



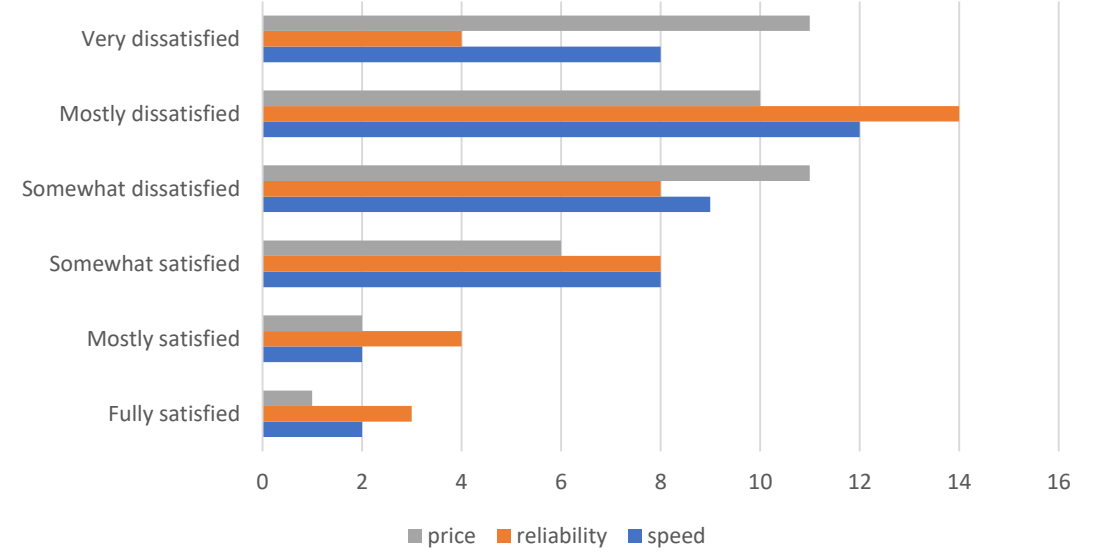
CHIMACUM VALLEY



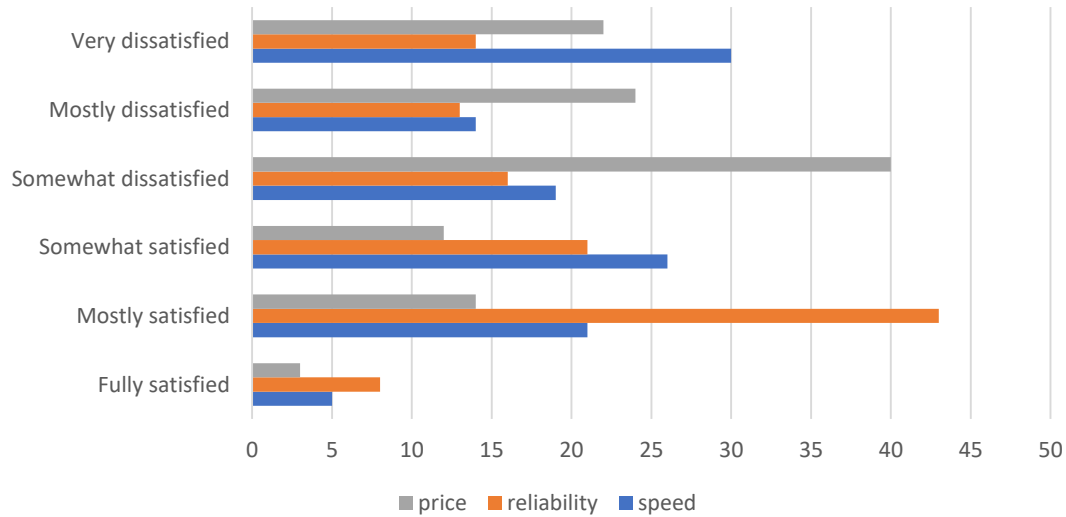
Kala Point/Tri Area



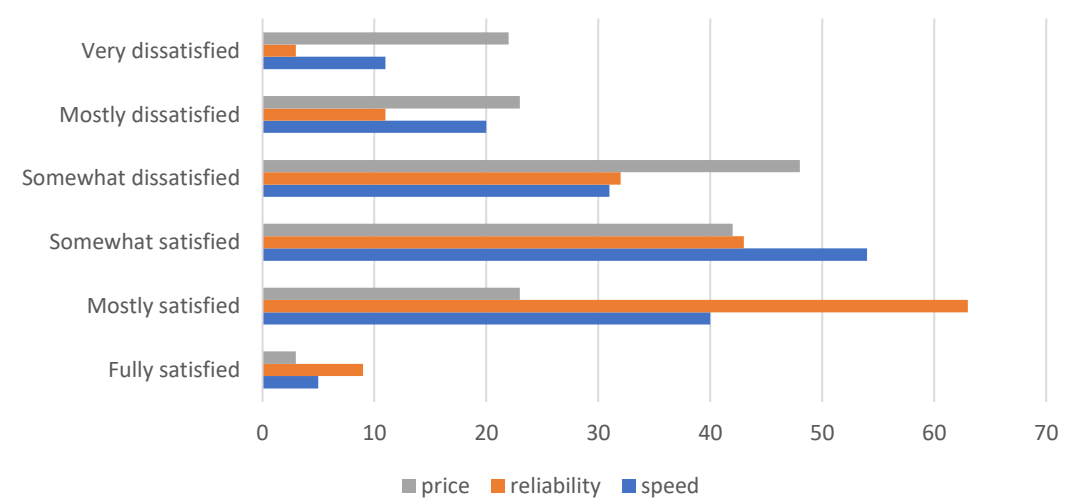
Quilcene



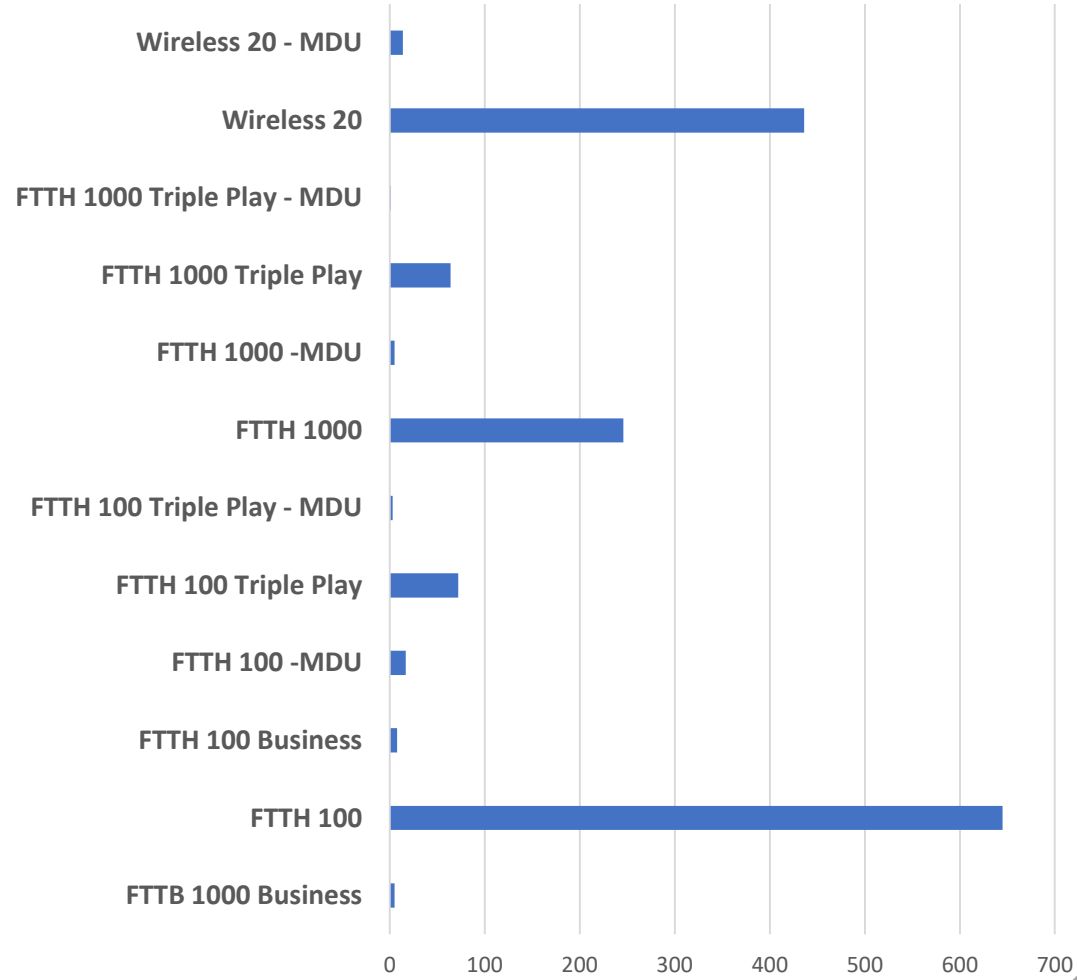
Cape George



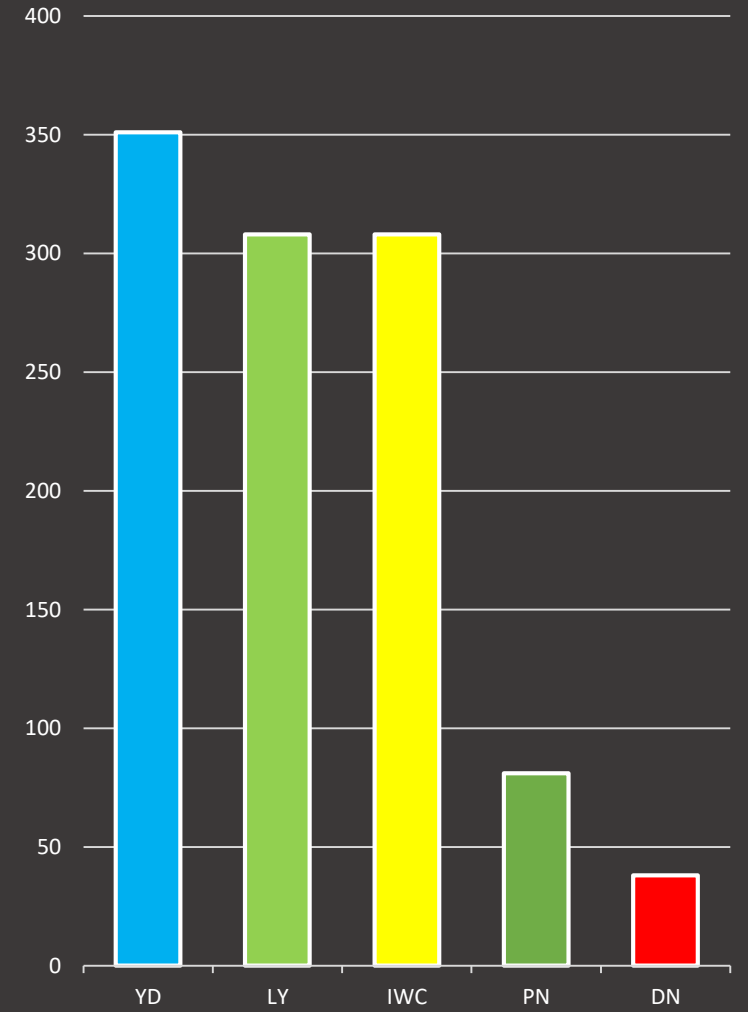
Port Townsend



Preferred Services



Likely to Purchase New Service



Survey Results



Only 14 business responses,
the rest residential



Largest responses from Port
Townsend, Ludlow,
Marrowstone, Cape George

Survey Challenges



Risk of Anticipation w/
Advertising Strategy



Staffing, Strategy change after
launch



Questions, response ranges
could have been clearer

Conclusions



A good first step



Info will be shared with our Strategic Planning consultant



Will be able to expand upon or make actionable during the strategic planning process