CUPPAD Broadband Survey Summary

Central Upper Peninsula Planning & Development (CUPPAD) provides planning services, economic development services and multiple initiatives for six counties and 87 communities throughout the central Upper Peninsula. As one of 14 regional planning commissions in the State of Michigan, CUPPAD was established in 1968 as a multi-county organization to pool resources for the assistance of local governments in the central Upper Peninsula. CUPPAD works through a consultation process with local governments in Alger, Delta, Dickinson, Marquette, Menominee, and Schoolcraft Counties, Cities, Townships, and Villages.

Connect Michigan and Tom Stephenson, the Community Technology Advisor for the agency, assisted in the development of the survey and provided guidance on the development of maps and this report.

Survey Summary
The Central U.P. Broadband Survey was done as part of CUPPAD’s Regional Prosperity grant for 2015. The RPI is a State of Michigan program developed to encourage regional collaboration of organizations in a time of dwindling resources, overlapping goals, and competing priorities.

The survey was distributed several ways: through summer tax bills in numerous Townships, newspaper notices, and online. The 12-question survey asked about the use, satisfaction, cost, type of service, and desire to bundle services (internet, phone and television). The online version of the survey was conducted through Google Forms. CUPPAD staff manually entered in hardcopy responses to the Google Form, which pooled responses into a spreadsheet. In total, 2,300 responses were collected. However, 486 responses were unable to be mapped because of blank, incomplete, or incorrect entries for the property (address) question. The remaining responses (1,814) were mapped using CUPPAD’s GIS.

Also of note, CUPPAD staff received many phone calls about the survey and internet service – most from individuals and a few businesses. The Huron Mountain Club in Marquette County also contacted CUPPAD about its interest in internet service, possibly even fiber.

The following report is divided out by Region and County. These breakdowns were derived from the compiled GIS data and may not include 100% of responses on each question (due to open-ended responses).
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<table>
<thead>
<tr>
<th>Region</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTRAL U.P. REGION</td>
<td>1</td>
</tr>
<tr>
<td>ALGER COUNTY</td>
<td>5</td>
</tr>
<tr>
<td>DELTA COUNTY</td>
<td>9</td>
</tr>
<tr>
<td>DICKINSON COUNTY</td>
<td>13</td>
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<tr>
<td>MENOMINEE COUNTY</td>
<td>17</td>
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<tr>
<td>MARQUETTE COUNTY</td>
<td>21</td>
</tr>
<tr>
<td>SCHOOLCRAFT COUNTY</td>
<td>25</td>
</tr>
<tr>
<td>NEXT STEPS</td>
<td>29</td>
</tr>
</tbody>
</table>
Central U.P. Region

**Property Type**

- **Residence with In-Home Business**: 8.00%
- **Residence**: 90.19%
- **Business**: 1.80%

*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of*

**Type of Service**

1463 Responses

- **DSL and Other Service**: 0.95%
- **Other**: 0.95%
- **Dial-Up and Other Service**: 1.29%
- **Mobile Wireless and Other Service**: 2.52%
- **Wireless from ISP and Other Service**: 3.96%
- **Dial-Up from ISP**: 4.30%
- **Wireless from ISP**: 8.47%
- **Mobile Wireless**: 14.76%
- **Satellite**: 16.74%
- **DSL**: 19.27%
- **Cable**: 26.79%

**If You Don't have Service, Why?**

421 Responses

- **Seasonal Home or Camp**: 4.00%
- **Service Not Available in Area**: 5.22%
- **Have Access Elsewhere**: 10.40%
- **Do Not Need or Want Internet**: 13.50%
- **Too Slow or Too Expensive**: 66.70%
If You Have Internet Service, Does It Meet Your Needs?
1481 Responses

- Yes: 36.30%
- No: 63.60%

If Your Service Does Not Meet Your Needs, Why?
1023 Responses

- Other: 3.03%
- Data Cap/Limited Bandwidth: 4.00%
- Connection Is Unreliable: 7.91%
- Price is Too High: 25.02%
- Speed is Too Slow: 60.01%

Interested in Alternative Internet Services?
1778 Responses

- No: 9.44%
- Yes: 90.55%
How Much Are You Willing to Pay (per month) For Internet?
1654 Responses

- More Than $100: 1.81%
- $81 - $100: 3.38%
- $61 - $80: 6.16%
- $51 - $60: 13.11%
- $41 - $50: 23.27%
- $31 - $40: 24.48%
- $20 - $30: 27.75%

How Much Are You Willing to Pay For A One-Time Install Fee?
1626 Responses

- $401 - $500: 0.24%
- $301 - $400: 1.23%
- More than $500: 1.29%
- $201 - $300: 4.12%
- $100 - $200: 26.26%
- Less Than $100: 66.85%

Interested in a Bundle? If so, which type?
1703 Responses

- TV and Phone Only: 0.52%
- Internet and Phone Only: 8.22%
- TV and Internet Only: 20.25%
- Not Interested in Bundle: 23.60%
- TV, Phone, and Internet: 47.38%
Top Ten Current Providers
1467 Responses

<table>
<thead>
<tr>
<th>Provider</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dish Network</td>
<td>2.24%</td>
</tr>
<tr>
<td>MI Broadband</td>
<td>2.59%</td>
</tr>
<tr>
<td>Up Losen</td>
<td>2.79%</td>
</tr>
<tr>
<td>TDS</td>
<td>3.40%</td>
</tr>
<tr>
<td>Hiawatha Telephone</td>
<td>3.47%</td>
</tr>
<tr>
<td>HughesNet</td>
<td>6.81%</td>
</tr>
<tr>
<td>Century Link</td>
<td>7.63%</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>7.77%</td>
</tr>
<tr>
<td>Verizon</td>
<td>15.13%</td>
</tr>
<tr>
<td>Charter</td>
<td>32.24%</td>
</tr>
</tbody>
</table>

Central U.P. Broadband Survey Results

Response Density
- **Responses**
- Higher Number of Responses
- Lower Number of Responses

Date: 1/19/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Alger County

Property Type

- Business: 1.50%
- Residence with In-Home Business: 9.70%
- Residence: 88.70%

*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of

Type of Service

- Satellite: 0.90%
- DSL and Other Service: 1.80%
- Other: 1.80%
- Dial-Up and Other Service: 1.80%
- Dial-Up: 2.70%
- Mobile Wireless and Other Service: 2.70%
- Mobile Wireless: 2.70%
- Wireless from ISP and Other Service: 3.60%
- Wireless from ISP: 10.09%
- Cable: 22.90%
- DSL: 48.60%

If You Don't have Service, Why?

- Service Not Available in Area: 64.20%
- Seasonal Home or Camp: 3.50%
- Do Not Need or Want Internet: 7.10%
- Have Access Elsewhere: 25.00%
**If You Have Internet Service, Does It Meet Your Needs?**

109 Responses

<table>
<thead>
<tr>
<th>Yes</th>
<th>44.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>55.90%</td>
</tr>
</tbody>
</table>

**If Your Service Does Not Meet Your Needs, Why?**

67 Responses

<table>
<thead>
<tr>
<th>Other</th>
<th>2.90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connection Is Unreliable</td>
<td>2.90%</td>
</tr>
<tr>
<td>Data Cap/Limited Bandwidth</td>
<td>4.40%</td>
</tr>
<tr>
<td>Price is Too High</td>
<td>28.30%</td>
</tr>
<tr>
<td>Speed is Too Slow</td>
<td>61.10%</td>
</tr>
</tbody>
</table>

**Interested in Alternative Internet Services?**

133 Responses

<table>
<thead>
<tr>
<th>No</th>
<th>8.20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>91.70%</td>
</tr>
</tbody>
</table>
How Much Are You Willing to Pay (per month) For Internet?
130 Responses

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$81 - $100</td>
<td>0.00%</td>
</tr>
<tr>
<td>More Than $100</td>
<td>0.70%</td>
</tr>
<tr>
<td>$61 - $80</td>
<td>3.00%</td>
</tr>
<tr>
<td>$51 - $60</td>
<td>10.70%</td>
</tr>
<tr>
<td>$41 - $50</td>
<td>23.00%</td>
</tr>
<tr>
<td>$31 - $40</td>
<td>30.00%</td>
</tr>
<tr>
<td>$20 - $30</td>
<td>32.30%</td>
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How Much Are You Willing to Pay For A One-Time Install Fee?
127 Responses

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$401 - $500</td>
<td>0.00%</td>
</tr>
<tr>
<td>$301 - $400</td>
<td>0.00%</td>
</tr>
<tr>
<td>More than $500</td>
<td>0.00%</td>
</tr>
<tr>
<td>$201 - $300</td>
<td>0.70%</td>
</tr>
<tr>
<td>$100 - $200</td>
<td>14.90%</td>
</tr>
<tr>
<td>Less Than $100</td>
<td>84.20%</td>
</tr>
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</table>

Interested in a Bundle? If so, which type?
133 Responses

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV and Phone Only</td>
<td>0.00%</td>
</tr>
<tr>
<td>Internet and Phone Only</td>
<td>6.70%</td>
</tr>
<tr>
<td>Not Interested in Bundle</td>
<td>23.30%</td>
</tr>
<tr>
<td>TV and Internet Only</td>
<td>24.00%</td>
</tr>
<tr>
<td>TV, Phone, and Internet</td>
<td>45.80%</td>
</tr>
</tbody>
</table>
*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of

**Type of Service**

430 Responses

<table>
<thead>
<tr>
<th>Type of Service</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Dial-Up and Other Service</td>
<td>0.40%</td>
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<tr>
<td>DSL and Other Service</td>
<td>0.90%</td>
</tr>
<tr>
<td>Other</td>
<td>1.30%</td>
</tr>
<tr>
<td>Mobile Wireless and Other Service</td>
<td>3.40%</td>
</tr>
<tr>
<td>Dial-Up Wireless from ISP and Other Service</td>
<td>3.40%</td>
</tr>
<tr>
<td>Wireless from ISP</td>
<td>4.10%</td>
</tr>
<tr>
<td>DSL</td>
<td>6.50%</td>
</tr>
<tr>
<td>Mobile Wireless</td>
<td>14.10%</td>
</tr>
<tr>
<td>Satellite</td>
<td>17.40%</td>
</tr>
<tr>
<td>Cable</td>
<td>19.50%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>28.30%</strong></td>
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**Property Type**

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<th>Percentage</th>
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<td>Business</td>
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<tr>
<td>Residence with In-Home Business</td>
<td>8.90%</td>
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<tr>
<td>Residence</td>
<td>89.50%</td>
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**If You Don't have Service, Why?**

125 Responses

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Seasonal Home or Camp</td>
<td>4.00%</td>
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<tr>
<td>Service Not Available in Area</td>
<td>8.80%</td>
</tr>
<tr>
<td>Have Access Elsewhere</td>
<td>8.80%</td>
</tr>
<tr>
<td>Do Not Need or Want Internet</td>
<td>12.00%</td>
</tr>
<tr>
<td>Too Slow or Too Expensive</td>
<td>66.40%</td>
</tr>
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</table>
If You Have Internet Service, Does It Meet Your Needs?
438 Responses

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>36.30%</td>
<td>63.60%</td>
</tr>
</tbody>
</table>

If Your Service Does Not Meet Your Needs, Why?
305 Responses

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>2.60%</td>
</tr>
<tr>
<td>Data Cap/Limited Bandwidth</td>
<td>5.90%</td>
</tr>
<tr>
<td>Connection Is Unreliable</td>
<td>8.10%</td>
</tr>
<tr>
<td>Price is Too High</td>
<td>25.50%</td>
</tr>
<tr>
<td>Speed is Too Slow</td>
<td>57.70%</td>
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</table>

Interested in Alternative Internet Services?
527 Responses

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>9.80%</td>
<td>90.10%</td>
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</table>
How Much Are You Willing to Pay (per month) For Internet?
495 Responses

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>More Than $100</td>
<td>2.00%</td>
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<tr>
<td>$81 - $100</td>
<td>4.00%</td>
</tr>
<tr>
<td>$61 - $80</td>
<td>7.00%</td>
</tr>
<tr>
<td>$51 - $60</td>
<td>15.10%</td>
</tr>
<tr>
<td>$41 - $50</td>
<td>22.20%</td>
</tr>
<tr>
<td>$31 - $40</td>
<td>22.60%</td>
</tr>
<tr>
<td>$20 - $30</td>
<td>26.80%</td>
</tr>
</tbody>
</table>

How Much Are You Willing to Pay For A One-Time Install Fee?
484 Responses

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$401 - $500</td>
<td>0.40%</td>
</tr>
<tr>
<td>$301 - $400</td>
<td>1.80%</td>
</tr>
<tr>
<td>More than $500</td>
<td>4.30%</td>
</tr>
<tr>
<td>$201 - $300</td>
<td>5.70%</td>
</tr>
<tr>
<td>$100 - $200</td>
<td>26.80%</td>
</tr>
<tr>
<td>Less Than $100</td>
<td>63.40%</td>
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Interested in a Bundle? If so, which type?
502 Responses

<table>
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<tr>
<th>Type</th>
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<tr>
<td>TV and Phone Only</td>
<td>0.50%</td>
</tr>
<tr>
<td>Internet and Phone Only</td>
<td>8.50%</td>
</tr>
<tr>
<td>TV and Internet Only</td>
<td>17.70%</td>
</tr>
<tr>
<td>Not Interested in Bundle</td>
<td>20.90%</td>
</tr>
<tr>
<td>TV, Phone, and Internet</td>
<td>52.10%</td>
</tr>
</tbody>
</table>
Top Current Providers
436 Responses

Delta County Summary - December 9, 2015

Central U.P. Broadband Survey Results

Legend
- Delta County Responses
*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of
If You Have Internet Service, Does It Meet Your Needs?
178 Responses

- Yes: 30.30%
- No: 69.60%

If Your Service Does Not Meet Your Needs, Why?
132 Responses

- Data Cap/Limited Bandwidth: 2.20%
- Other: 3.70%
- Connection Is Unreliable: 8.30%
- Price is Too High: 28.00%
- Speed is Too Slow: 57.50%

Interested in Alternative Internet Services?
207 Responses

- No: 9.10%
- Yes: 90.80%
How Much Are You Willing to Pay (per month) For Internet?
194 Responses

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Than $100</td>
<td>1.00%</td>
</tr>
<tr>
<td>$81 - $100</td>
<td>5.60%</td>
</tr>
<tr>
<td>$61 - $80</td>
<td>6.18%</td>
</tr>
<tr>
<td>$51 - $60</td>
<td>9.20%</td>
</tr>
<tr>
<td>$41 - $50</td>
<td>22.60%</td>
</tr>
<tr>
<td>$20 - $30</td>
<td>25.70%</td>
</tr>
<tr>
<td>$31 - $40</td>
<td>29.30%</td>
</tr>
</tbody>
</table>

How Much Are You Willing to Pay For A One-Time Install Fee?
195 Responses

<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$401 - $500</td>
<td>0.00%</td>
</tr>
<tr>
<td>$301 - $400</td>
<td>1.02%</td>
</tr>
<tr>
<td>More than $500</td>
<td>1.29%</td>
</tr>
<tr>
<td>$201 - $300</td>
<td>4.60%</td>
</tr>
<tr>
<td>$100 - $200</td>
<td>28.70%</td>
</tr>
<tr>
<td>Less Than $100</td>
<td>64.60%</td>
</tr>
</tbody>
</table>

Interested in a Bundle? If so, which type?
202 Responses

<table>
<thead>
<tr>
<th>Bundle Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV and Phone Only</td>
<td>21.70%</td>
</tr>
<tr>
<td>Internet and Phone Only</td>
<td>6.90%</td>
</tr>
<tr>
<td>TV and Internet Only</td>
<td>21.70%</td>
</tr>
<tr>
<td>Not Interested in Bundle</td>
<td>23.20%</td>
</tr>
<tr>
<td>TV, Phone, and Internet</td>
<td>48.00%</td>
</tr>
</tbody>
</table>
### Top Current Providers

176 Responses

<table>
<thead>
<tr>
<th>Provider</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dish Network</td>
<td>1.10%</td>
</tr>
<tr>
<td>Wild Blue</td>
<td>2.20%</td>
</tr>
<tr>
<td>MI Broadband</td>
<td>4.50%</td>
</tr>
<tr>
<td>Hughes Net</td>
<td>6.80%</td>
</tr>
<tr>
<td>UP Logon</td>
<td>8.50%</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>9.00%</td>
</tr>
<tr>
<td>Other</td>
<td>14.70%</td>
</tr>
<tr>
<td>Verizon</td>
<td>14.70%</td>
</tr>
<tr>
<td>Charter</td>
<td>38.00%</td>
</tr>
</tbody>
</table>

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### Central U.P. Broadband Survey Results

Not all responses are shown on this map. Many responses were unanswerable, vague, or otherwise unable to be mapped.
Menominee County Summary - December 9, 2015

Menominee County

**Property Type**

- Business: 2.92%
- Residence with In-Home Business: 13.60%
- Residence: 83.40%

*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of*

**Type of Service**

170 Responses

- DSL and Other Service: 0.00%
- Other: 1.70%
- Dial-Up and Other Service: 1.70%
- Mobile Wireless and Other Service: 1.70%
- Wireless from ISP and Other Service: 4.70%
- Dial-Up: 4.70%
- Cable: 7.60%
- Wireless from ISP: 12.30%
- DSL: 14.70%
- Mobile Wireless: 22.30%
- Satellite: 28.20%

**If You Don't have Service, Why?**

47 Responses

- Seasonal Home or Camp: 8.50%
- Service Not Available in Area: 8.50%
- Do Not Need or Want Internet: 8.50%
- Have Access Elsewhere: 14.80%
- Too Slow or Too Expensive: 59.50%
If You Have Internet Service, Does It Meet Your Needs?
172 Responses

- Yes: 27.90%
- No: 72.00%

If Your Service Does Not Meet Your Needs, Why?
130 Responses

- Other: 3.80%
- Data Cap/Limited Bandwidth: 4.60%
- Connection Is Unreliable: 7.60%
- Price is Too High: 18.40%
- Speed is Too Slow: 65.30%

Interested in Alternative Internet Services?
206 Responses

- No: 4.80%
- Yes: 95.10%
How Much Are You Willing to Pay (per month) For Internet?
197 Responses

- 2.50% More Than $100
- 2.50% $81 - $100
- 8.10% $61 - $80
- 16.70% $51 - $60
- 20.30% $20 - $30
- 24.30% $41 - $50
- 25.30% $31 - $40

How Much Are You Willing to Pay For A One-Time Install Fee?
188 Responses

- 0.00% More than $500
- 0.01% $401 - $500
- 0.50% $301 - $400
- 5.30% $201 - $300
- 27.60% $100 - $200
- 65.90% Less Than $100

Interested in a Bundle? If so, which type?
199 Responses

- 1.00% TV and Phone Only
- 9.00% Internet and Phone Only
- 23.60% Not Interested in Bundle
- 26.10% TV and Internet Only
- 40.20% TV, Phone, and Internet
Menominee County Summary - December 9, 2015

Top Current Providers
172 Responses

- Wild Blue: 3.48%
- Dish Network: 5.81%
- UP Logon: 6.97%
- Charter: 7.55%
- AT&T: 8.13%
- Hughes Net: 11.04%
- MI Broadband: 11.62%
- Other: 21.50%
- Verizon: 23.83%

Central U.P. Broadband Survey Results

Legend
- Menominee County Responses

Date: 12/9/2015

Not all responses are shown on this map.
Many responses were missing / unknown / vague, or otherwise unable to be mapped.
Marquette County

**Property Type**

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>1.25%</td>
</tr>
<tr>
<td>Residence with In-Home Business</td>
<td>3.90%</td>
</tr>
<tr>
<td>Residence</td>
<td>94.70%</td>
</tr>
</tbody>
</table>

*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of*

**Type of Service**

<table>
<thead>
<tr>
<th>Type of Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>0.00%</td>
</tr>
<tr>
<td>DSL and Other Service</td>
<td>1.20%</td>
</tr>
<tr>
<td>Dial-Up and Other Service</td>
<td>1.20%</td>
</tr>
<tr>
<td>Mobile Wireless and Other Service</td>
<td>2.50%</td>
</tr>
<tr>
<td>Wireless from ISP and Other Service</td>
<td>3.80%</td>
</tr>
<tr>
<td>Dial-Up Wireless from ISP</td>
<td>4.30%</td>
</tr>
<tr>
<td>Wireless Mobile Wireless</td>
<td>6.10%</td>
</tr>
<tr>
<td>DSL Mobile Wireless</td>
<td>13.60%</td>
</tr>
<tr>
<td>Satellite DSL</td>
<td>13.90%</td>
</tr>
<tr>
<td>Cable Satellite</td>
<td>14.40%</td>
</tr>
<tr>
<td>Cable</td>
<td>38.40%</td>
</tr>
</tbody>
</table>

**If You Don't have Service, Why?**

<table>
<thead>
<tr>
<th>Reason for No Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seasonal Home or Camp</td>
<td>3.10%</td>
</tr>
<tr>
<td>Service Not Available in Area</td>
<td>3.80%</td>
</tr>
<tr>
<td>Have Access Elsewhere</td>
<td>11.62%</td>
</tr>
<tr>
<td>Do Not Need or Want Internet</td>
<td>20.15%</td>
</tr>
<tr>
<td>Too Slow or Too Expensive</td>
<td>61.24%</td>
</tr>
</tbody>
</table>
If You Have Internet Service, Does It Meet Your Needs?
392 Responses

- Yes: 44.38%
- No: 55.61%

If Your Service Does Not Meet Your Needs, Why?
243 Responses

- Data Cap/Limited Bandwidth: 2.46%
- Other: 3.70%
- Connection Is Unreliable: 8.60%
- Price is Too High: 30.86%
- Speed is Too Slow: 54.32%

Interested in Alternative Internet Services?
488 Responses

- Yes: 87.90%
- No: 12.09%
How Much Are You Willing to Pay (per month) For Internet?
434 Responses

- More Than $100: 1.38%
- $81 - $100: 3.68%
- $61 - $80: 5.06%
- $51 - $60: 13.36%
- $31 - $40: 23.50%
- $41 - $50: 23.96%
- $20 - $30: 29.03%

How Much Are You Willing to Pay For A One-Time Install Fee?
429 Responses

- More than $500: 66.20%
- $401 - $500: 0.23%
- $301 - $400: 0.93%
- $201 - $300: 18.94%
- $100 - $200: 27.53%
- Less Than $100: 46.11%

Interested in a Bundle? If so, which type?
454 Responses

- TV and Phone Only: 0.44%
- Internet and Phone Only: 6.16%
- TV and Internet Only: 18.94%
- Not Interested in Bundle: 27.53%
- TV, Phone, and Internet: 46.91%
*Other service below typically included satellite, mobile wireless, or ISP wireless or a combination of

**Property Type**

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>4.46%</td>
</tr>
<tr>
<td>Residence with In-Home Business</td>
<td>9.40%</td>
</tr>
<tr>
<td>Residence</td>
<td>86.03%</td>
</tr>
</tbody>
</table>

**Type of Service**

155 Responses

<table>
<thead>
<tr>
<th>Type of Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Wireless and Other Service</td>
<td>0.00%</td>
</tr>
<tr>
<td>DSL and Other Service</td>
<td>1.20%</td>
</tr>
<tr>
<td>Other</td>
<td>1.20%</td>
</tr>
<tr>
<td>Dial-Up and Other Service</td>
<td>1.20%</td>
</tr>
<tr>
<td>Wireless from ISP and Other Service</td>
<td>4.50%</td>
</tr>
<tr>
<td>Dial-Up Wireless</td>
<td>4.50%</td>
</tr>
<tr>
<td>Mobile Wireless</td>
<td>7.00%</td>
</tr>
<tr>
<td>Wireless from ISP</td>
<td>9.60%</td>
</tr>
<tr>
<td>Satellite</td>
<td>13.50%</td>
</tr>
<tr>
<td>Cable</td>
<td>16.70%</td>
</tr>
<tr>
<td>DSL</td>
<td>39.30%</td>
</tr>
</tbody>
</table>

**If You Don't have Service, Why?**

36 Responses

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Not Available in Area</td>
<td>0.00%</td>
</tr>
<tr>
<td>Have Access Elsewhere</td>
<td>0.00%</td>
</tr>
<tr>
<td>Seasonal Home or Camp</td>
<td>2.77%</td>
</tr>
<tr>
<td>Do Not Need or Want Internet</td>
<td>2.77%</td>
</tr>
<tr>
<td>Too Slow or Too Expensive</td>
<td>94.40%</td>
</tr>
</tbody>
</table>
If You Have Internet Service, Does It Meet Your Needs?
159 Responses

- Yes: 30.18%
- No: 69.81%

If Your Service Does Not Meet Your Needs, Why?
120 Responses

- Other: 0.83%
- Data Cap/Limited Bandwidth: 4.16%
- Connection Is Unreliable: 8.33%
- Price is Too High: 16.66%
- Speed is Too Slow: 70.00%

Interested in Alternative Internet Services?
178 Responses

- No: 7.30%
- Yes: 92.69%
### How Much Are You Willing to Pay (per month) For Internet?

170 Responses

- **$81 - $100**: 1.76%
- **More Than $100**: 3.52%
- **$61 - $80**: 4.70%
- **$51 - $60**: 10.58%
- **$31 - $40**: 20.58%
- **$41 - $50**: 24.70%
- **$20 - $30**: 34.11%

### How Much Are You Willing to Pay For A One-Time Install Fee?

169 Responses

- **$401 - $500**: 0.00%
- **$301 - $400**: 1.77%
- **$201 - $300**: 2.36%
- **More than $500**: 2.95%
- **$100 - $200**: 21.89%
- **Less Than $100**: 71.00%

### Interested in a Bundle? If so, which type?

174 Responses

- **TV and Phone Only**: 1.14%
- **Internet and Phone Only**: 13.21%
- **TV and Internet Only**: 20.11%
- **Not Interested in Bundle**: 22.41%
- **TV, Phone, and Internet**: 43.10%
Next Steps

CUPPAD will continue to partner with Connect Michigan and will distribute the Internet Survey results to providers and County government entities. The GIS maps of the responses will be used to show the need in our communities for enhanced broadband service. With the assistance of the Connect Michigan representatives, local units of government and CUPPAD will meet with providers to further discuss the results of the survey and assist those providers in their development of a business case to expand in those communities where the data shows the demand for expanded broadband service.

For further information, please contact:

Nathan Fazer, Planner
CUPPAD
906-786-9234
nfazer@cuppad.org
Central U.P. Broadband Survey Results

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Property Type
- Residence
- Residence with an in-home business
- Business

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Current Service Type
- Other
- DSL and Other Service
- Dial-Up and Other Service
- Mobile Wireless and Other Service
- Wireless (from ISP) and Other Service
- Dial-Up
- Wireless (from ISP)
- Mobile Wireless
- Satellite
- DSL
- Cable

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Reason For Not Having Internet Service

- Seasonal or Vacation Home/Camp
- Service Not Available In My Area
- Have Access Elsewhere
- Do Not Need or Want
- Too Slow or Too Expensive

Date: 11/19/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Does Current Service Meet Needs

- No
- Yes

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Reason Service Does Not Meet Needs
- Data Cap/Limited Bandwidth
- Price is Too High
- Other
- Connection Unreliable

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Interested in Alternative Internet Services

Date: 11/18/2015

Not all responses are shown on this map.
Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Acceptable Monthly Cost

- $20 - $30
- $31 - $40
- $41 - $50
- $51 - $60
- $61 - $80
- $81 - $100
- More than $100

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Acceptable Installation Fee

- $100 - $200
- $201 - $300
- $301 - $400
- $401 - $500
- Less than $100
- More than $500

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Interested in Bundled Services
- Not Interested in Bundle
- TV and Phone Only
- Internet and Phone Only
- TV, Phone, and Internet
- TV and Internet Only

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central U.P. Broadband Survey Results

Service Provider
- Other
- Big Bay Broadband
- WildBlue
- Dish Network
- MI Broadband
- UP Logon
- TDS (50)
- Hiawatha Telephone/Jamadots (51)
- Hughes Net (100)
- Century Link (112)
- AT&T (114)
- Verizon (222)
- Charter (473)

Date: 11/18/2015

Not all responses are shown on this map. Many responses were missing information, vague, or otherwise unable to be mapped.
Central Upper Peninsula Internet Access Study

The Central U.P. Planning and Development Regional Commission (CUPPAD) has partnered with Connect Michigan and economic development organizations to assist with the surveying and map demand for improved broadband access. In doing this, we hope to expand internet access in a way that would connect residents with online services, strengthen economic development, enhance education, and improve overall quality of life.

With the results from the survey, areas with significant demand for better and more affordable internet access options will be highlighted and presented to broadband providers to demonstrate demand and development potential. Please fill out one survey per household/business.

1. The property for which I am answering this survey is located at (list street address or nearest cross streets and zip code): ________________________________
   *Please include this information; it is crucial to properly map internet service demand

2. The address listed above in question #1 is a:
   - [ ] Residence
   - [ ] Residence with an in-home business
   - [ ] Business

3. If you subscribe to an Internet service for this address, what type of service is it? Check all that apply.
   - [ ] Dial-up
   - [ ] Wireless-not cell phone based
   - [ ] Cell phone based (mobile phone modem or wireless air card)
   - [ ] DSL
   - [ ] Satellite
   - [ ] Cable
   - [ ] Dedicated T-1 line
   - [ ] Other (please specify) ________________________________
   - [ ] Not applicable–no Internet at this address

4. If you do not currently subscribe to an Internet service at this address, why not? Check all that apply.
   - [ ] I/we have adequate access to the Internet somewhere else (e.g. at work, school, another residence, etc.).
   - [ ] I/we don’t use or desire to use the Internet here or anywhere else (e.g. at work, another residence, etc.).
   - [ ] I/we cannot get adequate access to the Internet at this address (e.g. the only Internet services available here are too slow or expensive).
   - [ ] Other reason (please specify) ________________________________

5. If you do subscribe to an Internet service at this address, does that service meet your needs?
   - [ ] Yes
   - [ ] No

6. If you answered “no” to question number 5, describe why your current service is not meeting your needs. Check all that apply.
   - [ ] Speed is too slow
   - [ ] Price is too high
   - [ ] Connection is unreliable
   - [ ] Customer service is poor
   - [ ] Other (explain) ________________________________

7. Are you interested in having alternative choices for Internet service for this address (whether or not you currently subscribe to an Internet service at this address)?
   - [ ] Yes
   - [ ] No
8. How much per month are you willing to pay for high speed Internet service at this address?
- $20-$30
- $31-$40
- $41-$50
- $51-$60
- $61-$80
- $81-$100
- More than $100

9. If the installation of an alternative Internet service included an initial (one-time) equipment installation fee, how much would you be willing to pay?
- Less than $100
- $100-$200
- $201-$300
- $301-$400
- $401-$500
- $501-$600
- More than $500

10. Some providers offer a “bundled” group of services, such as TV, Internet and telephone as a package, usually at a reduced rate. Would you be interested in this kind of service?
- Yes – Interested in TV, Internet and telephone bundle
- Yes – Interested in TV and Internet only
- Yes – Interested in Internet and telephone only
- Yes – Interested in TV and telephone only
- Not interested in a “bundled” group of services

11. What types of activities do you want to do when you are on the internet? Check all that apply.
- Email
- Send/receive photos
- Watch Videos
- Take on-line classes
- Participate in video conferences, webinars, etc.
- Make/receive video calls (i.e. Skype)
- Gaming
- Social Networking (i.e. Facebook, Twitter, Pinterest, etc.)
- Download Music
- Download/watch movies
- Access cloud-based services (i.e. backup, software, etc.)
- Other (please list) ________________________________________________________________

12. If you do have internet service, who is your current internet provider?
- AT&T
- Big Bay Broadband
- CenturyLink
- Charter
- Direct TV
- Dish TV
- Hughes
- U.P. Logon
- Verizon
- Wildblue
- Other (please list) __________________________

Local input is crucial to being more aware of what the Central Upper Peninsula’s broadband needs are. With this knowledge, we will be able to identify underserved areas and work towards making internet more accessible and affordable to residents.

Please return this survey by July 31st:

Mail to CUPPAD Broadband Survey, 2950 College Avenue, Escanaba, MI 49829

Or

Please visit the CUPPAD website (www.cuppad.org) for an online version of the survey and more information