



# **Village of Spring Green and Town of Spring Green High-Speed Broadband Internet Survey Report**

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Staff and students working for the Survey Research Center (SRC) at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Shelly Hadley, David Jacobson, Aaron Leiby, Rachel Shamro, Beth Zimmer, and Jennifer Pflum. We gratefully acknowledge their hard work and dedication.

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## **Executive Summary**

The purpose of this study was to gather information from residents and business owners about issues related to high-speed Internet service.

In December 2017, the Survey Research Center mailed surveys to 1,136 residential property owners and 208 renters in both the Village and Town of Spring Green. Sauk County provided the list of residential property owners from their property tax database, and the Survey Research Center purchased a list of residential renters from a mail list vendor. The Spring Green Area Chamber of Commerce sent an email invitation to participate in an online version of the survey to 172 businesses for which the Chamber has email addresses.

### **Residential Results (count=387)**

The SRC received 387 useable residential responses. Based on the number of property owners and renters in the Village of Spring Green and the Town of Spring Green (1,344) the confidence interval (“margin of error”) for these data is plus/minus 4.2%.

Nearly nine in 10 respondents subscribe to home Internet service (Chart 1).

Four in 10 respondents said high-speed Internet service (at least 25 Mbps download/3 Mbps upload) is available at their homes; 29% said it is not available; and a third said they don’t know (Chart 2).

Among non-subscribers, the primary reasons for not subscribing are that service is too expensive and they have Internet access at another location (Chart 3).

Nearly six in 10 residential respondents would subscribe to high-speed (100 Mbps download/50 Mbps upload) Internet service for about \$70 per month (Chart 4).

The most likely uses for residential high-speed Internet service are to access medical information and services (69% likely or very likely), access educational resources (46% likely or very likely), and work from home (45% likely or very likely) (Chart 5).

The largest portion of residential subscribers (58%) said they pay between \$41 and \$70 per month for their Internet service (Chart 6).

Slightly over half of residential subscribers said they are satisfied or very satisfied with their Internet service, leaving a substantial minority (45%) of subscribers who are dissatisfied or very dissatisfied with their service (Chart 7). Chart 8 indicates that among those who are dissatisfied or very dissatisfied, the primary reasons are slow speeds (74%) and inconsistent service (62%).

Charter and Frontier are the most common Internet service providers among residential subscribers, with 46% and 36% respectively (Chart 9).

Comments about speed and reliability issues comprised the largest percentage (29%) of open-ended comments (Table 3).

## **Business Results (count=36)**

The SRC received 36 usable responses from area businesses (21% net response rate), and the resulting confidence interval is plus/minus 14.6 %.

Nine in 10 business respondents subscribe to Internet service at their business (Chart 10).

The largest percentage of business respondents (44%) do not know if their Internet service is broadband (25 Mbps download and 3 Mbps upload). About a third said they have broadband service (Chart 11), and one in four business respondents said broadband is not available at their business site.

Nearly two-thirds of business respondents who either do not have high-speed broadband Internet service or do not know if they have high-speed broadband Internet service also said they did not know if it is available at their business location.

Among Internet non-subscribers the primary reasons for not subscribing to Internet service are that service is too expensive and that Internet service is not available at their location (Chart 13).

Less than half of business respondents (46%) would subscribe to high-speed (100 Mbps download/50 Mbps upload) Internet service for about \$70 per month (Chart 14).

Seven in 10 business respondents pay \$40 or less for their Internet service (Chart 15).

Over half of business respondents are dissatisfied or very dissatisfied with their current Internet service (Chart 16). Similar to residential customer, Chart 17 indicates that for business subscribers who are dissatisfied or very dissatisfied, the primary reasons are inconsistent service (82%) and slow speeds (76%).

Charter/Spectrum has the largest market share among business respondents (44%), followed by Frontier (25%) (Chart 18).

Six in 10 business respondents have between one and five employees and about a third have at least 16 employees (Chart 19).

Few business respondents (12%) said they have considered moving their business from the Spring Green area because high-speed Internet service is not available, but only eight of 36 respondents answered this question.

## Survey Purpose

The purpose of this study was to gather information from residents and business owners about issues related to high-speed Internet service in the Village of Spring Green and the Town of Spring Green.

The Village and Town chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

## Survey Methods

In December of 2017, the Survey Research Center sent a single mailing to 1,136 residential property owners and 208 renters, for a total of 1,344. Sauk County provided a list of residential property owners from their property tax database, and the Survey Research Center purchased a list of residential renters from a commercial mail list vendor.

Fifty-five mailed residential surveys were returned as non-deliverable with no forwarding address. The SRC received 387 useable responses from residents, and the net response rate was 30%. This is an excellent response rate for a single mailing survey. The response exceeded expectations and surpassed the goal of 299 responses needed for a confidence interval of plus/minus 5%, which is a widely accepted standard for statistical analysis. Based on the number of property owners and renters in the Village of Spring Green and the Town of Spring Green (1,344) the confidence interval (“margin of error”) is plus/minus 4.2%, which is better than the 5% standard. The response rate and resulting confidence interval increases the SRC’s confidence in the reliability and representativeness of the results.

Information from the business community was gathered via an online survey. The Spring Green Area Chamber of Commerce sent an email invitation to 172 businesses for which the Chamber has email addresses. The email messages contained a link to the survey at the Qualtrics website. There were, unfortunately, only 36 usable responses (21% response rate), which provides a confidence interval (“margin of error”) of plus/minus 14.6%, which is substantially larger than the plus/minus 5% standard for statistical analysis. As a result, the SRC has concerns about the reliability and representativeness of the business survey data. The results of the business survey should be used with caution.

In addition to numeric data, respondents provided additional written answers. **Appendix A1** contains all the written responses from the residential respondents. **Appendix A2** contains the written responses from business respondents.

**Appendix B1** contains a copy of the survey questionnaire with a quantitative summary of responses by question, and **Appendix B2** contains a copy of the online survey with quantitative responses from businesses.

**Part 1 of this report will present the results of the residential survey, and Part 2 will present the results of the online business survey.**

# Part 1. Residential Survey Results

## Profile of Respondents - Residents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2012-2016 US Census Bureau American Community Survey (ACS) five-year estimates, the profiles of the public respondents were compared to the ACS profile of adults in the Village and the Town of Spring Green.

<b>Table 1. Profile of Residential Respondents – Village and Town of Spring Green, 2017</b>							
<b>Gender (Age 18+)</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>	<b>Other</b>			
Sample	377	53%	47%	0%			
Census Bureau ACS	2,617	49%	51%				
<b>Age group (Age 18+)</b>	<b>Count</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Sample	379	1%	6%	10%	21%	27%	36%
Census Bureau ACS	2,617	8%	11%	14%	16%	24%	26%
<b>Children under age 18 in household</b>	<b>Count</b>	<b>Yes</b>	<b>No</b>				
Sample	380	23%	77%				
Census Bureau ACS	1,396	25%	75%				
<b>Place of Residence</b>	<b>Count</b>	<b>Town</b>	<b>Village</b>				
Sample <sup>1</sup>	348	61%	39%				

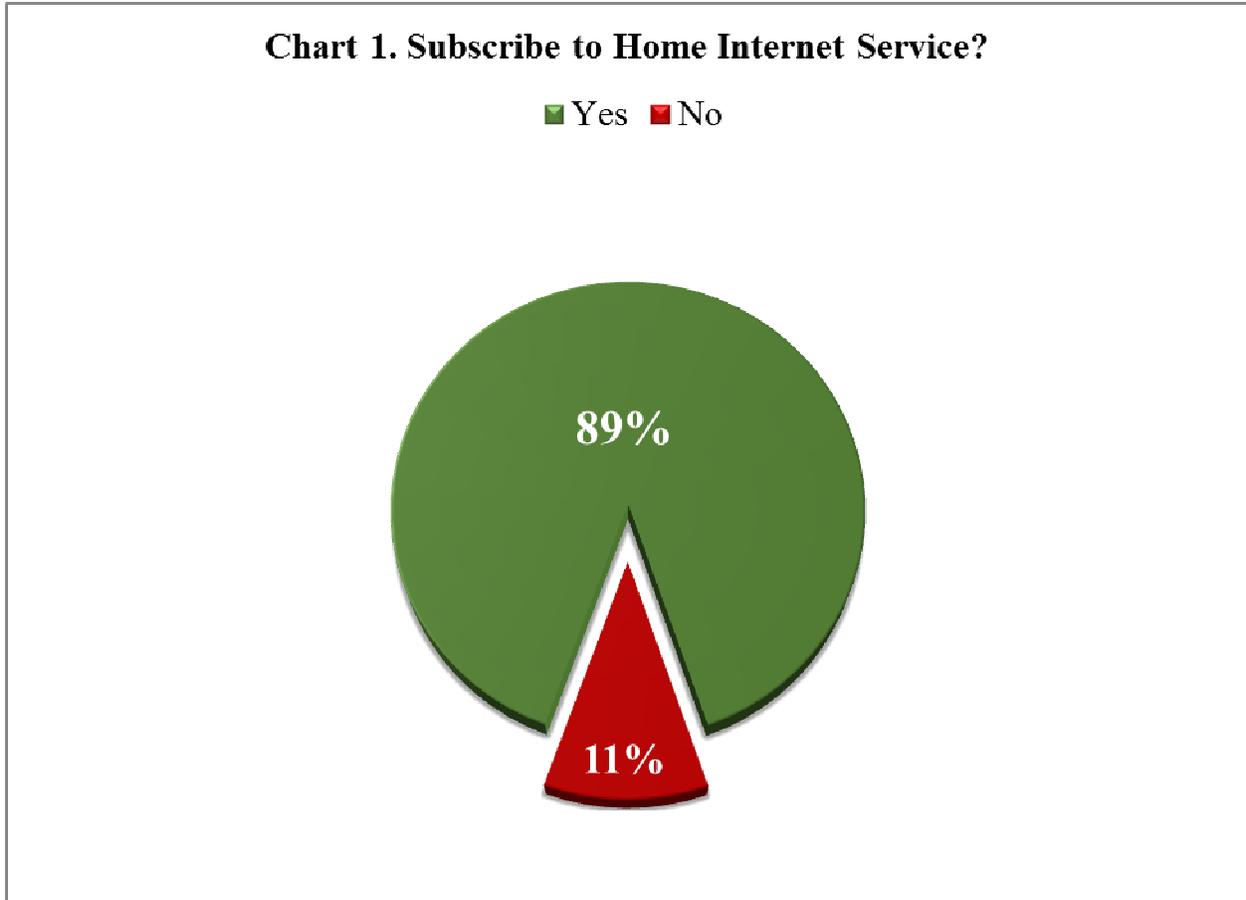
The responses included slightly more men than would have been expected. Young adults between age 18 and 34 are underrepresented in the sample. There are more adults age 65 and older in the sample than would have been expected. Our experience is that younger residents are less likely to participate in surveys. The proportion of households with children under 18 aligns well with the Census estimates. In summary, other than having fewer young respondents, the sample aligns well with census figures. Among the 348 respondents who gave permission for their location to be identified, 61% were from the Town of Spring Green, and 39% were Village residents.

The SRC performed statistical tests to see if there were significant differences in the responses to the survey questions based on demographic characteristics and place of residence (Town of Spring Green or Village of Spring Green). Because there were few respondents younger than 35, the SRC grouped all those under 45 into a “younger” group and compared their responses to those from “older” respondents (those 45 and older). The SRC also ran statistical comparisons on gender, presence of children in the household, and place of residence. The SRC found no variables with significant differences based on gender, seven variables with differences based on the presence of children in the household, six variables based on age, and 10 variables based on place of residence. These differences will be noted in the results.

<sup>1</sup> Respondents who gave permission for their location to be identified.

In statistics, a result is called statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a five in 100 probability that the difference between two estimated values is not real. It does not necessarily mean the difference is large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant.

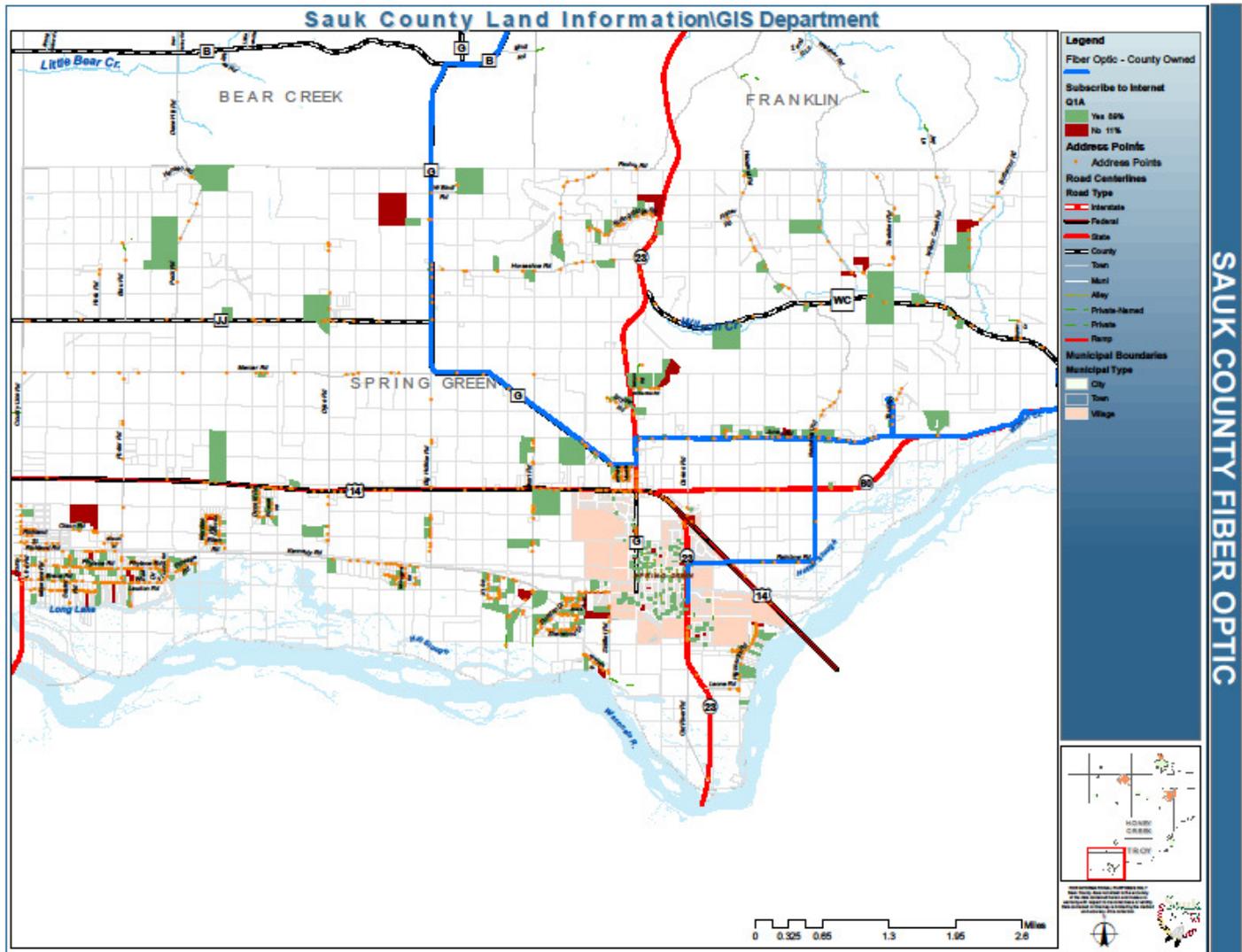
The initial question in the survey asked respondents if they currently subscribe to Internet service at their home. As shown in Chart 1, nearly nine in 10 respondents said they have Internet service.



Demographic comparisons. No statistically significant differences.

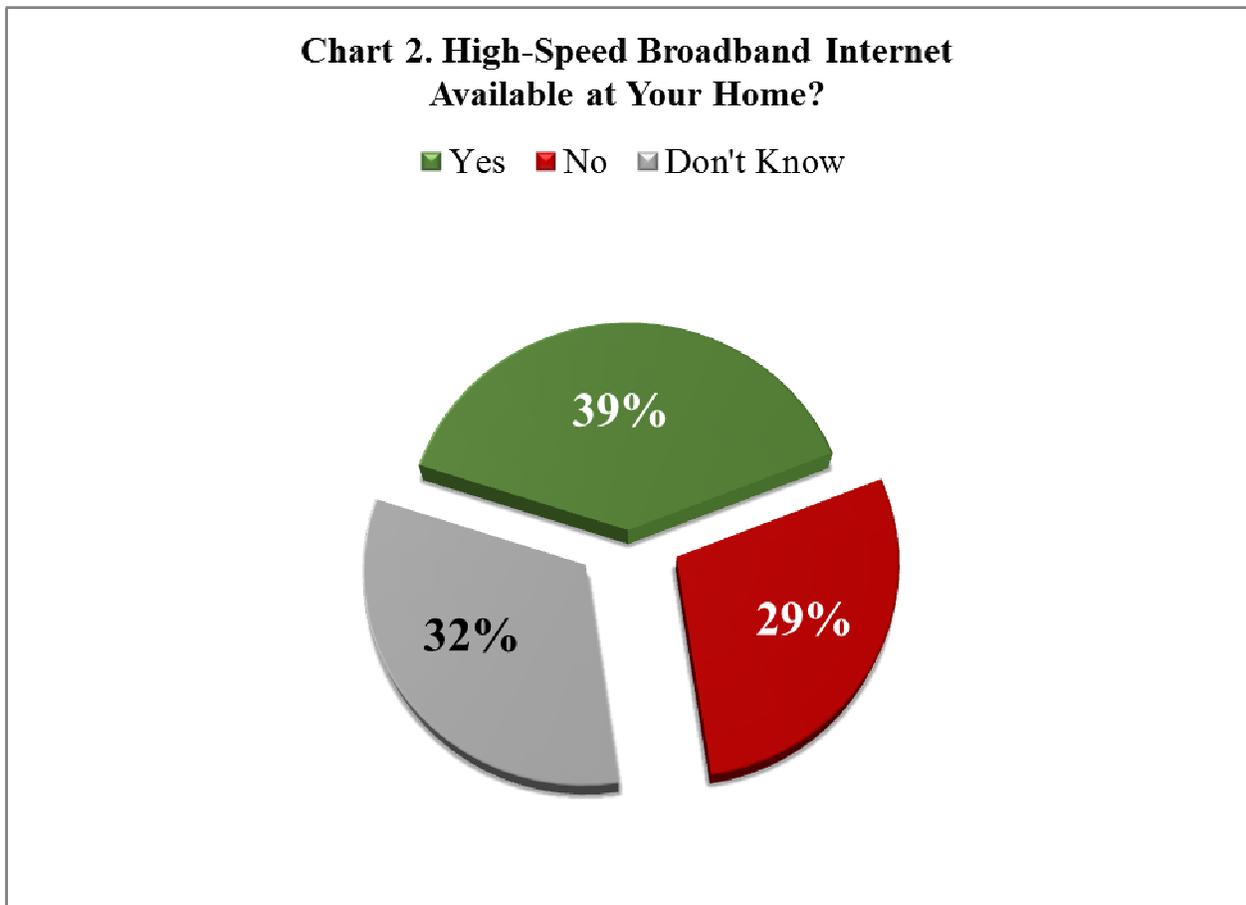
Map 1 (next page) shows the geographic distribution of respondents from the Town and the Village who said they subscribe to Internet service. Respondents with service are shown in green and are distributed broadly across the Town and within the Village.

**Map 1. Town of Spring Green and Village of Spring Green Respondents Who Subscribe to Internet Service.**



In a related question, respondents were asked if high-speed broadband Internet service is available at their location. High-speed was defined as at least 25 Mbps download/3 Mbps upload. Answer choices were yes, no, and don't know. As shown in Chart 2, nearly four in 10 respondents said high-speed service is available, nearly one in three said it is not available, and a third of respondents do not know whether it is available or not.

Nearly half of respondents from the Town of Spring Green said high-speed Internet service is not available at their residence (46%) compared to only seven percent from the Village of Spring Green. Map 2(next page) shows the geographic distribution of respondents from the Town of Spring Green who answered this question. Parcels in dark red indicate respondents who said high-speed broadband Internet service is not available (Village respondents were not included in the map). The pattern indicates that lack of high-speed broadband Internet service is widespread in the Town.



Demographic comparisons.

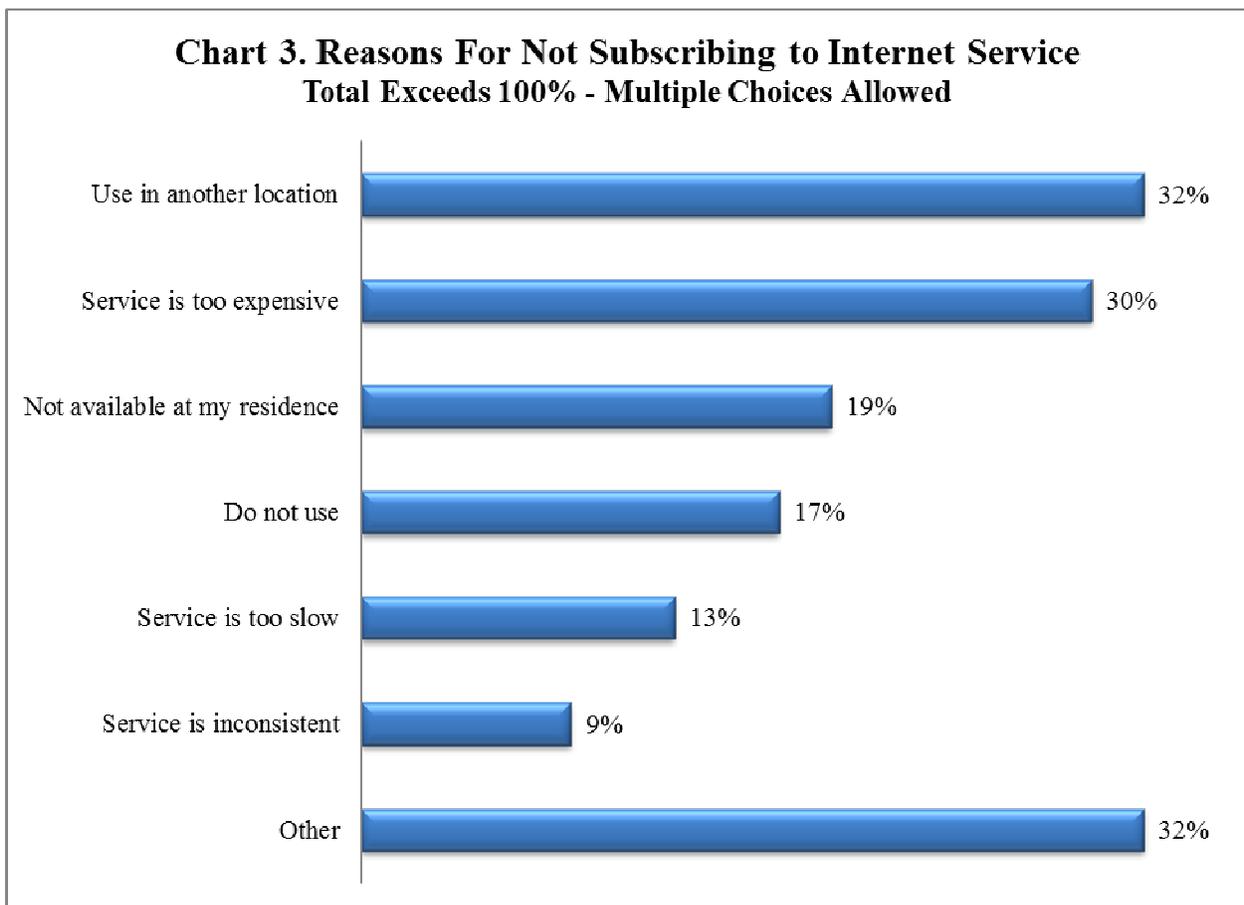
Respondents under age 45 were more likely to say that high-speed Internet is available at their place of residence.



The small number of respondents (48) who do not currently subscribe to Internet service were asked to indicate their reasons for not subscribing. A list of six reasons was presented in the question, plus an option to write a reason not on the list. Respondents could choose as many reasons as apply in their situation. Two reasons stood out at the top shown in Chart 3. About a third of non-subscribers said they use the Internet in a different location, while nearly as many non-subscribers said Internet service is too expensive (30%). Lack of availability was the third reason with 19%, followed closely by those who have no use for Internet service (17%). Slow Internet speed was a reason for 13%, while inconsistent service was a factor for nine percent of non-subscribers.

Among the written responses were that respondents use cellular data for Internet access.

Among non-subscribers, only residents of the Town of Spring Green included slow speed among their reasons for not subscribing (13%), compared to zero percent among non-subscribers from the Village.

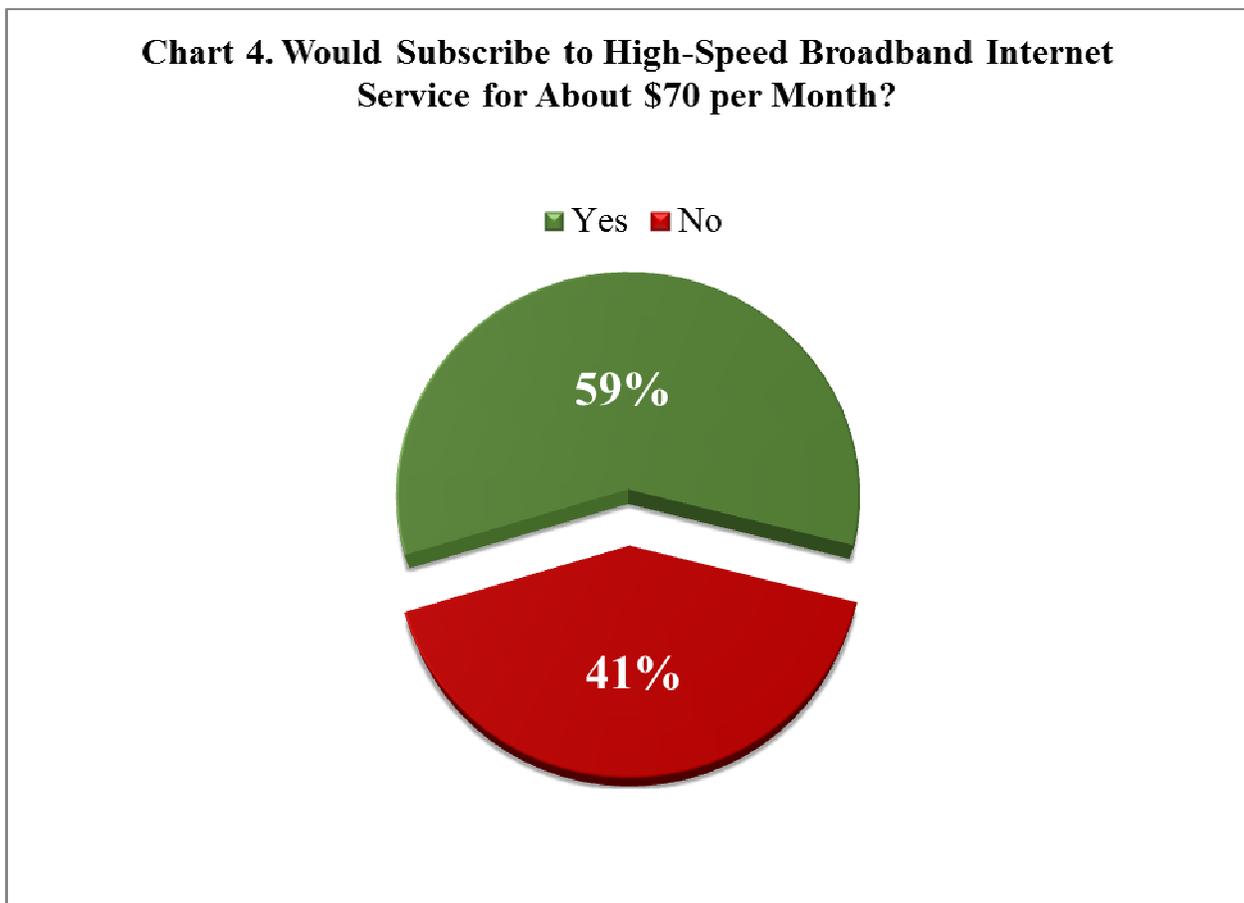


Demographic comparisons. No statistically significant differences.

Chart 4 shows the results of a question that explored the market potential for high-speed broadband Internet service. Six in 10 respondents said they would subscribe to high-speed Internet service for \$70 per month if it were available at their home. (For the purposes of this question, “high-speed” was defined as 100 Mbps download/50 Mbps upload.). A cross tabulation revealed that there is some interest in high-speed Internet among current non-subscribers. Thirty percent of non-subscribers said they would be interested in this scenario.

Respondents from the Town of Spring Green were more likely to say they would be interested in high-speed service for \$70 per month (71%) compared to 53% of respondents from the Village. Map 3 (next page) shows the geographic distribution of Town of Spring Green respondents who said they would subscribe to high-speed Internet service for \$70 per month. The market for high-speed service is found throughout the Town of Spring Green. Pockets of concentration are seen west of the Village in rural residential areas and along Jones Road northeast of the Village.

A potential participation rate of 59% of the 1,344 residential property owners and renters in the Village and the Town means that approximately 800 households said they would be subscribers.



Demographic comparisons.

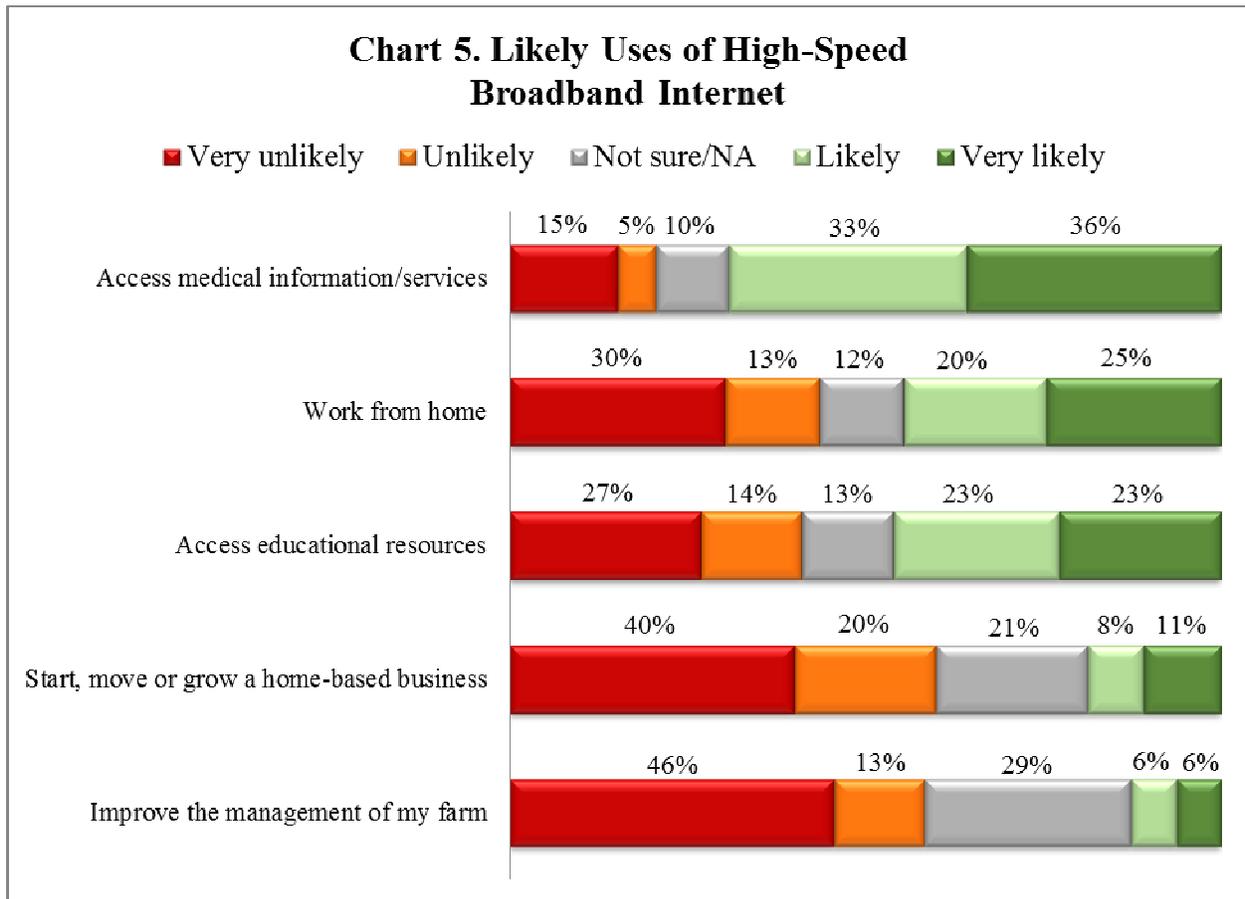
Younger respondents (<45) and respondents with children in the household were more likely to say they would subscribe to high-speed Internet for \$70 per month.



Respondents were presented with a list of potential uses of a high-speed Internet connection and asked how likely they or other household members would use each of the listed activities. Answer choices were very unlikely, unlikely, not sure/not applicable, likely and very likely. The responses are shown in the horizontal bars for each activity in Chart 5, and are sorted in descending order of the largest percentages of “very likely” responses. The most frequently chosen activity would be to access medical information or services, with nearly seven in 10 saying they are likely (33%) or very likely (36%) to do so. Working from home and accessing educational resources were in a statistical tie for second place, with nearly half (45%) of respondents indicating they are likely or very likely to work from home or access educational resources.

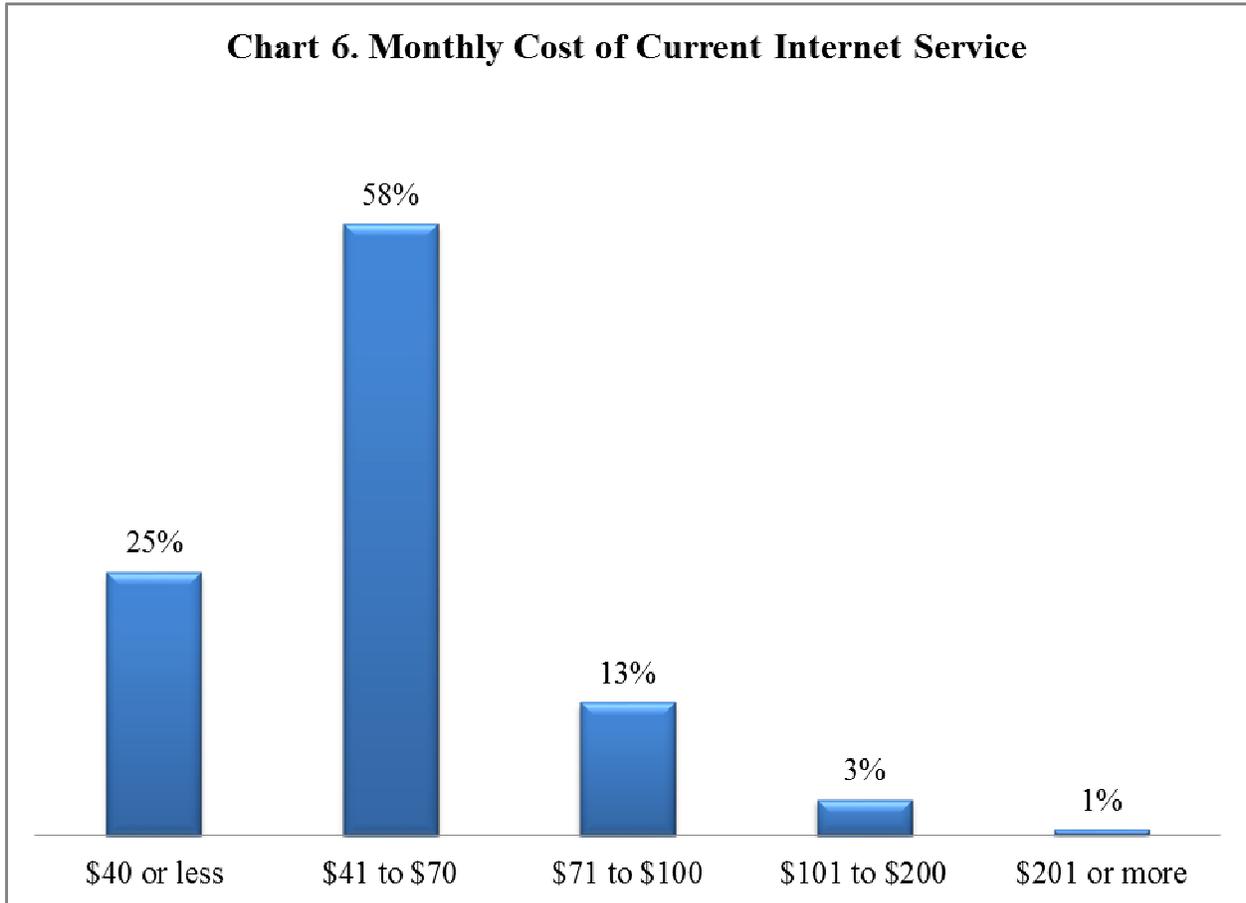
With respect to home-based business activity, about one in five respondents said they would be likely or very likely to start, move or grow a home based business. About one in seven respondents said they would be likely or very likely to use high-speed Internet service to improve the management of their farms.

Compared to Village respondents, a larger percentage of Town respondents said they are likely or very likely to start, move, or grow a home-based business (26% Town to 12% Village), to work from home (54% Town to 40% Village), or improve farm management (19% Town to six percent Village). The latter result is not surprising since the survey population included the Village where there are less likely to be farm operators.



Demographic comparisons. Younger respondents (<45) and respondents with children in the household were more likely to say they would start, move, or grow a home based business, work from home, and access educational resources. Younger respondents and respondents with children in the household were more likely to have no opinion about using high-speed Internet to improve farm management.

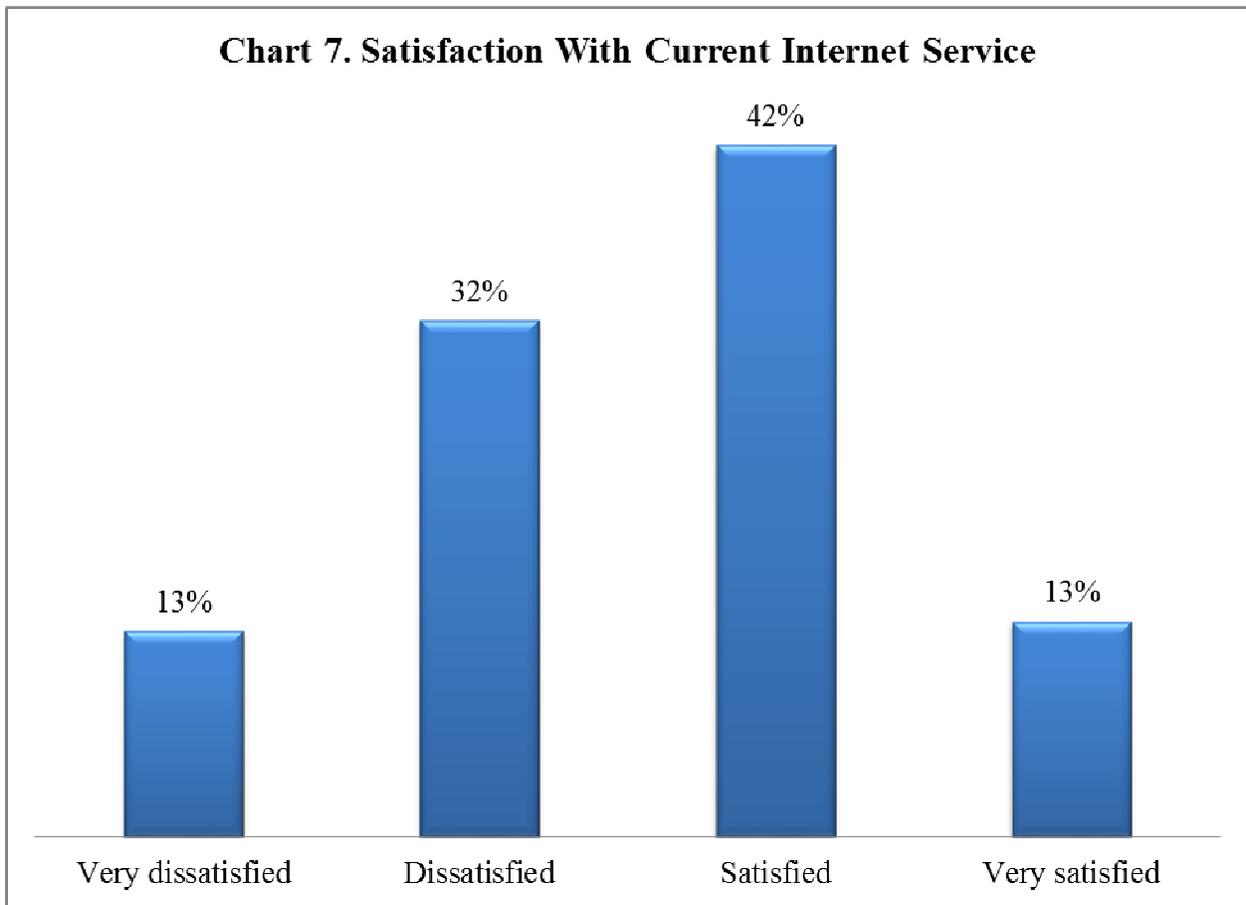
Chart 6 shows the responses to a question asking the respondent to indicate the monthly cost of their Internet service. Answer choices were shown in five ranges: \$40 or less, \$41 to \$70, \$71 to \$100, \$101 to \$200, or \$201 or more. The most frequent cost was \$41 to \$70, which was chosen by nearly six in 10 respondents. A quarter of respondents said their bill is \$40 or less, leaving only 17% who pay more than \$70. Among those who pay over \$70, the largest segment pays between \$71 and \$100 (13%).



Demographic comparisons. No statistically significant differences.

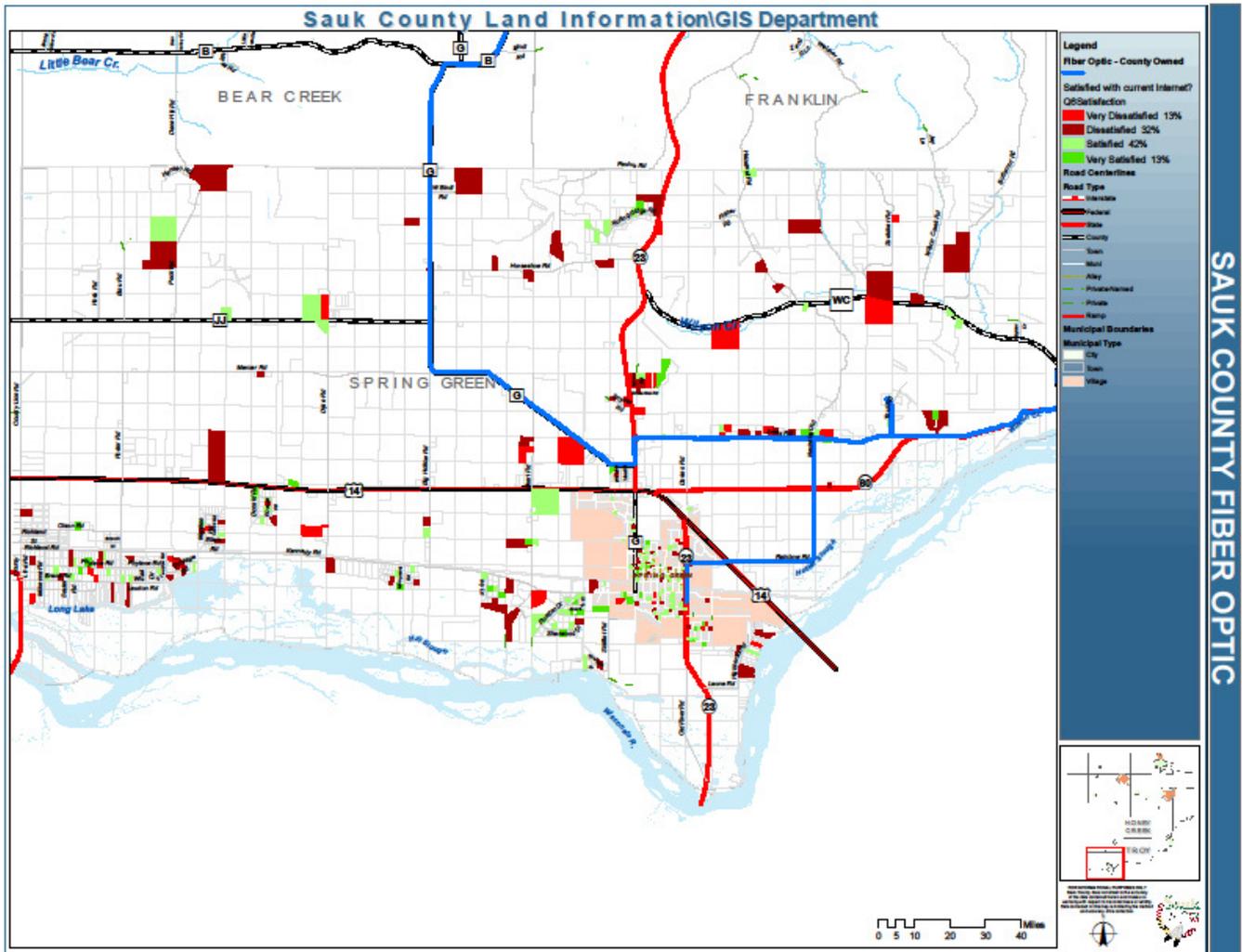
Respondents were asked their level of satisfaction with their current Internet service. Answer choices were very dissatisfied, dissatisfied, satisfied, or very satisfied. As shown in Chart 7, 55% were either satisfied (42%) or very satisfied (13%), leaving a substantial minority of respondents who are either dissatisfied (32%) or very dissatisfied (13%).

Town of Spring Green respondents are less satisfied with their current Internet service than are respondents from the Village. Forty-four percent of Town respondents are satisfied or very satisfied with their Internet service compared to 68% of Village respondents who are satisfied or very satisfied. The geographic distribution of satisfaction ratings from the Village and the Town is shown in Map 4 (next page). Red and dark red colors show the locations of respondents who dissatisfied or very dissatisfied, while green and light green colors are the respondents who are satisfied or very satisfied. The pattern on the map indicates the overall higher level of dissatisfaction with Internet service in the Town.



Demographic comparisons. No statistically significant differences.

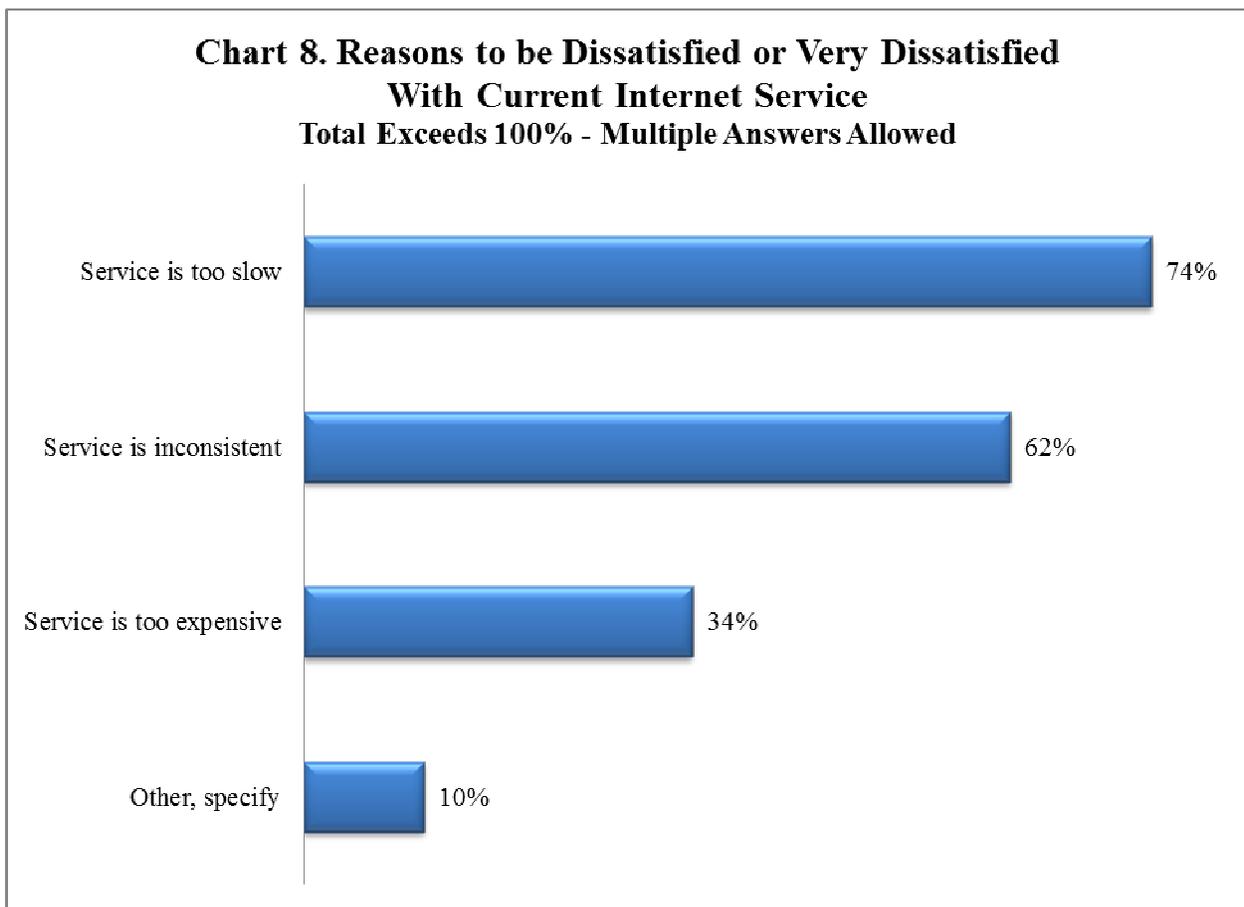
**Map 4. Town of Spring Green and Village of Spring Green Respondents Satisfaction With Current Internet Service**



Respondents who said they are dissatisfied or very dissatisfied with their Internet service were asked to indicate the reasons behind their dissatisfaction. Available answer choices were service is too slow, service is inconsistent, or that service is too expensive. A space was provided to enter a reason not included in the list. Respondents could choose as many as applied. As shown in Chart 8, slow speed topped the list with 74%. Inconsistent service was second with 62%. Only about a third said they are dissatisfied or very dissatisfied with the cost of their Internet service. Respondents who pay \$71 to \$200 per month and are dissatisfied with their Internet service were more likely to say the monthly cost of their Internet service is too expensive.

Written responses include dissatisfaction with data caps and customer service.

A larger percentage of respondents from the Town of Spring Green who said they are dissatisfied or very dissatisfied included slow service among their reasons (84%) compared to 52% from the Village. Town respondents more often included inconsistent service (65%) than did Village respondents (52%).



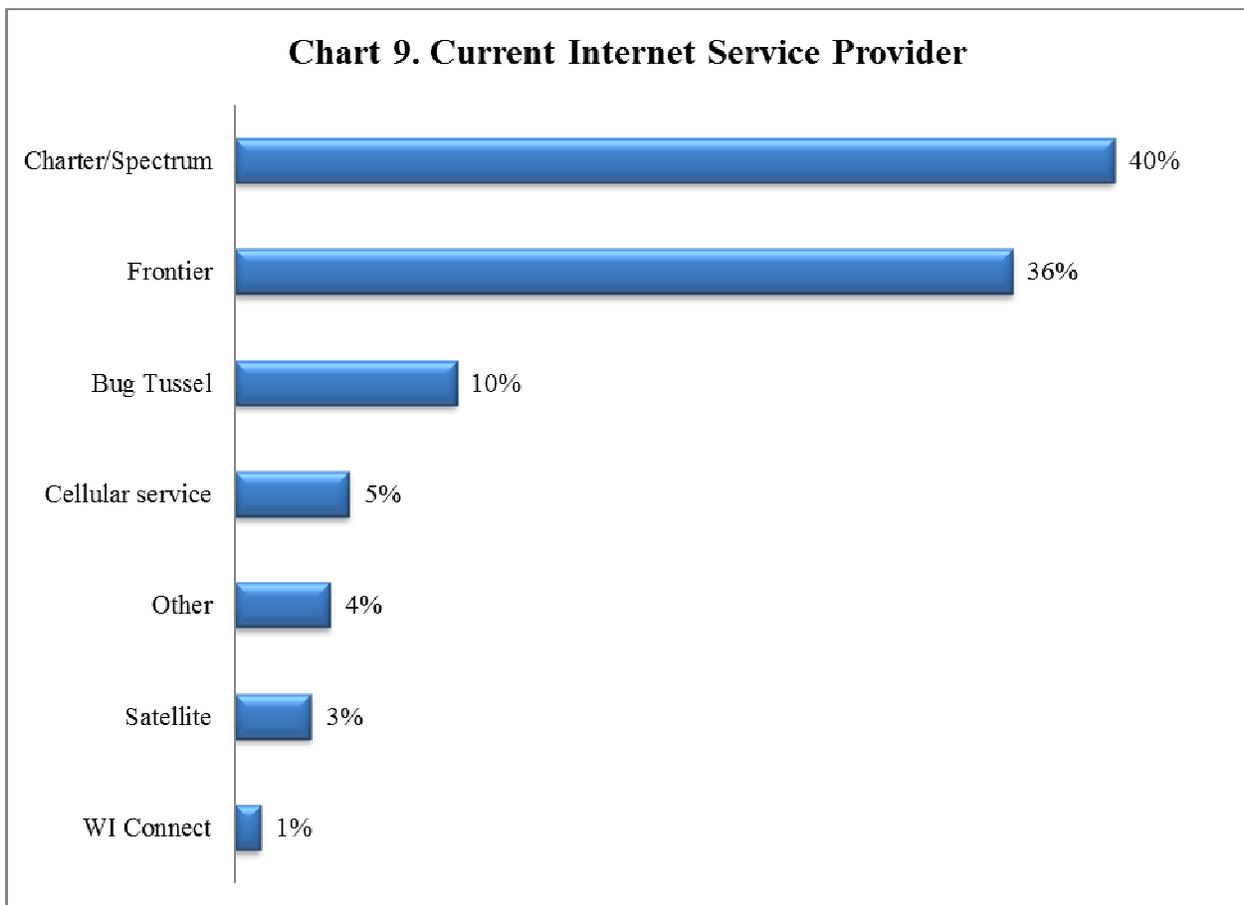
Demographic comparisons. No statistically significant differences.

Chart 9 shows that two Internet service providers dominate the market among respondents. Charter/Spectrum is used by 40% of respondents, followed closely by Frontier with 36%.

Bug Tussel was a distant third at 10%. Five percent of respondents indicated they use their wireless cellular service for Internet access at home. Only three percent use one of the satellite service providers, and one percent use WI Connect.

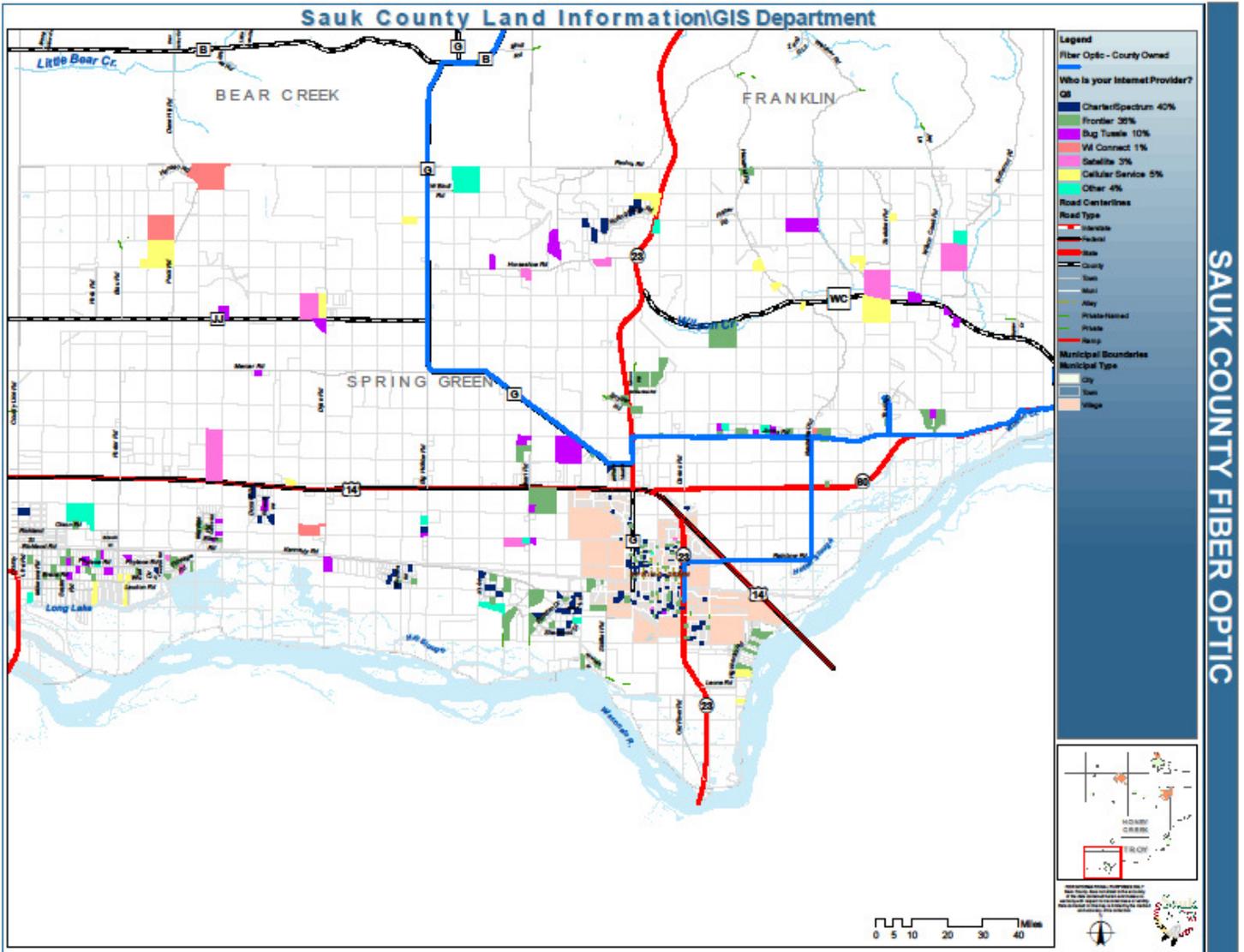
Written responses include US Cellular and Verizon Wireless.

Respondents from the Village more often use Charter/Spectrum (69% Village to 20% Town). A larger percentage of Town respondents use the following Internet service providers: Frontier (40% Town to 28% Village), Bug Tussel (17% Town to 1% Village), WI Connect (2% Town to 0% Village), satellite (5% Town to 2% Village), and cellular service (9% Town to 0% Village). Map 5 (next page) shows the geographic distribution of Internet service providers in the Town and Village. The overall pattern aligns with the distribution described above, with Charter/Spectrum having the largest market share in the Village, while the other providers are spread throughout the Town.



Demographic comparisons. No statistically significant differences.

Map 5. Current Internet Service Provider Town of Spring Green and Village of Spring Green



## Open Ended Comments - Residential

Respondents were asked if they wanted to address any other concerns or thoughts they had about broadband Internet services in the Spring Green area. The SRC analyzed 108 comments and placed them into six topical categories plus a miscellaneous category. Table 2 summarizes the percentages in each category. Percentages are sorted in descending order.

Comments about inadequate speed and reliability were the most frequent and comprised 29% of the total. Price, availability/access, and provider choices/competition were in a tight group with 18%, 17% and 16% respectively. Concerns about the impact on the Spring Green community comprised five percent of the comments, and four percent were general comments about specific providers. The miscellaneous category comprised 11% of the comments. A complete transcription of the open-ended comments is in Appendix A1.

<b>Table 2. Comments by Topic – Residential Responses</b>		
<b>Topic</b>	<b>Count</b>	<b>Percent</b>
Speed and Reliability	31	29%
Price	19	18%
Availability and Access	18	17%
Provider Choices and Competition	17	16%
Community Impact	6	5%
Provider Specific	5	4%
Miscellaneous	12	11%
<b>Total</b>	<b>108</b>	<b>100%</b>

Examples of comments about speed and reliability include the following quotes.

*“Often slow or does not work.”*

*“We have 5 children who all need internet to do their homework. Many nights it cuts out and is too slow.”*

Among the comments about price and affordability are the following.

*“The cost for my internet service has gone up quite a bit without an adequate increase in speed.”*

*“I pay \$77 a month and my speed is 2 Mbps download if I'm lucky and my upload is 267 Kbps.”*

Quotes about accessibility and access include the following.

*“Needs to expand to all rural areas.”*

*“Satellite is only option; no land line or cable service carrier available at location.”*

## Conclusions - Residential

Key findings of the residential survey include the following:

- Nearly a third of respondents said high-speed Internet service is not available at their place of residence.
- A substantial minority (45%) of residential respondents are dissatisfied or very dissatisfied with their current Internet service.
- Nearly six in 10 residential respondents would subscribe to high-speed (100 Mbps download/50 Mbps upload) Internet service for about \$70 per month.
- The results of key questions indicate there are clear differences between the responses from Town residents and the responses from Village respondents. Larger percentages of Town residents said high-speed broadband Internet is not available where they live, are more dissatisfied with their current Internet service, and are more willing to pay \$70 per month for 100/50 Mbps Internet service,

## Part 2. Business Survey Results

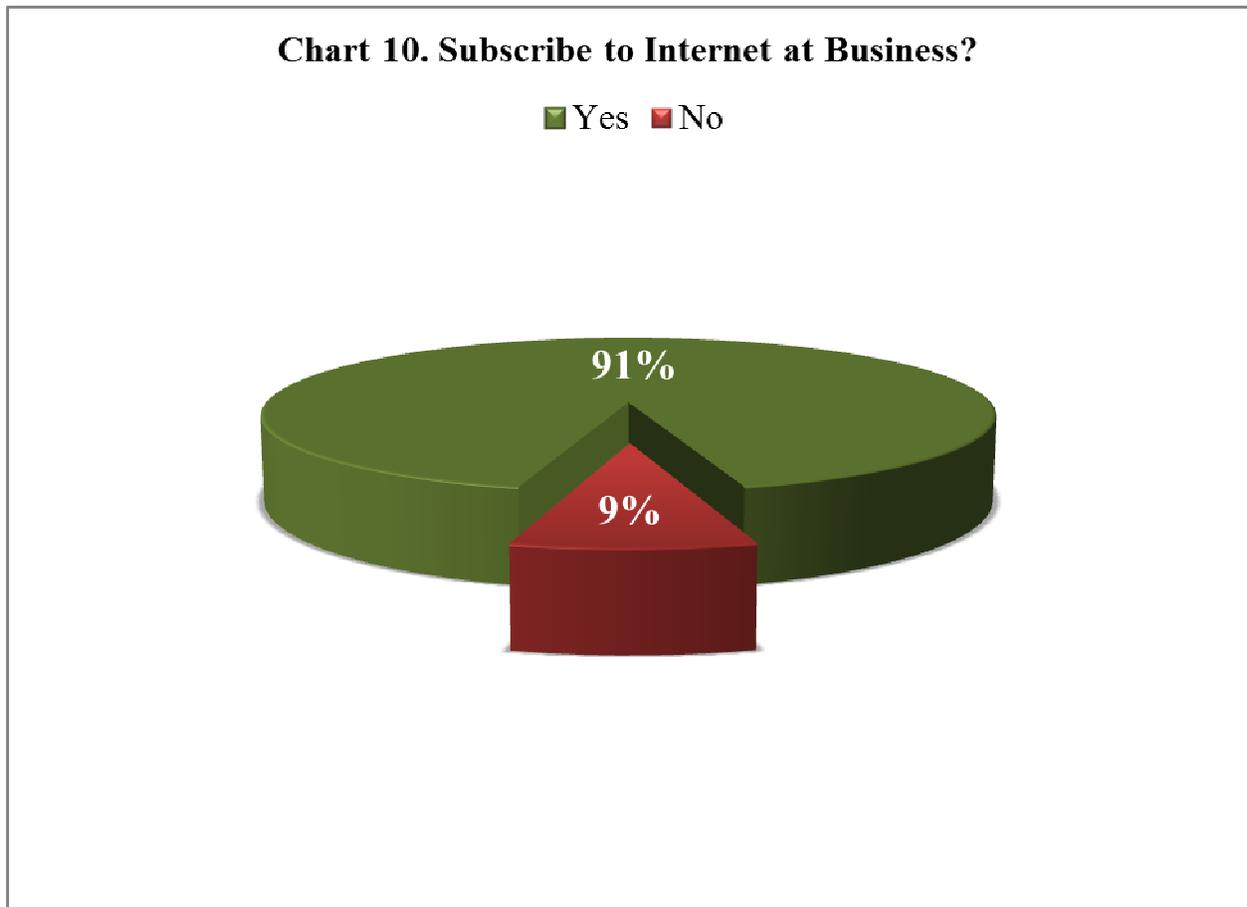
### Profile of Business Respondents

As noted earlier in the report, only 36 business owners responded to the invitation to participate in an online survey. The low response level raises concerns about how representative these respondents are of all business owners in the target area. Table 3 below shows the results of the two demographic questions included in the business survey. Thirty-one of the 36 respondents answered these demographic questions. Women comprised over three-fourths of the respondents. By age, the largest percentage was from the 55-64 group (39%), followed by 29% age 45-54. About one in five respondents were age 35-44 and six percent were age 25-34. There were no respondents who said their age is between 18 and 24. Not surprisingly there were relatively few respondents among business owners who are age 65 plus.

<b>Gender (Age 18+)</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>	<b>Other</b>			
Sample	31	23%	77%	0%			
<b>Age group (Age 18+)</b>	<b>Count</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Sample	31	0%	6%	19%	29%	39%	6%

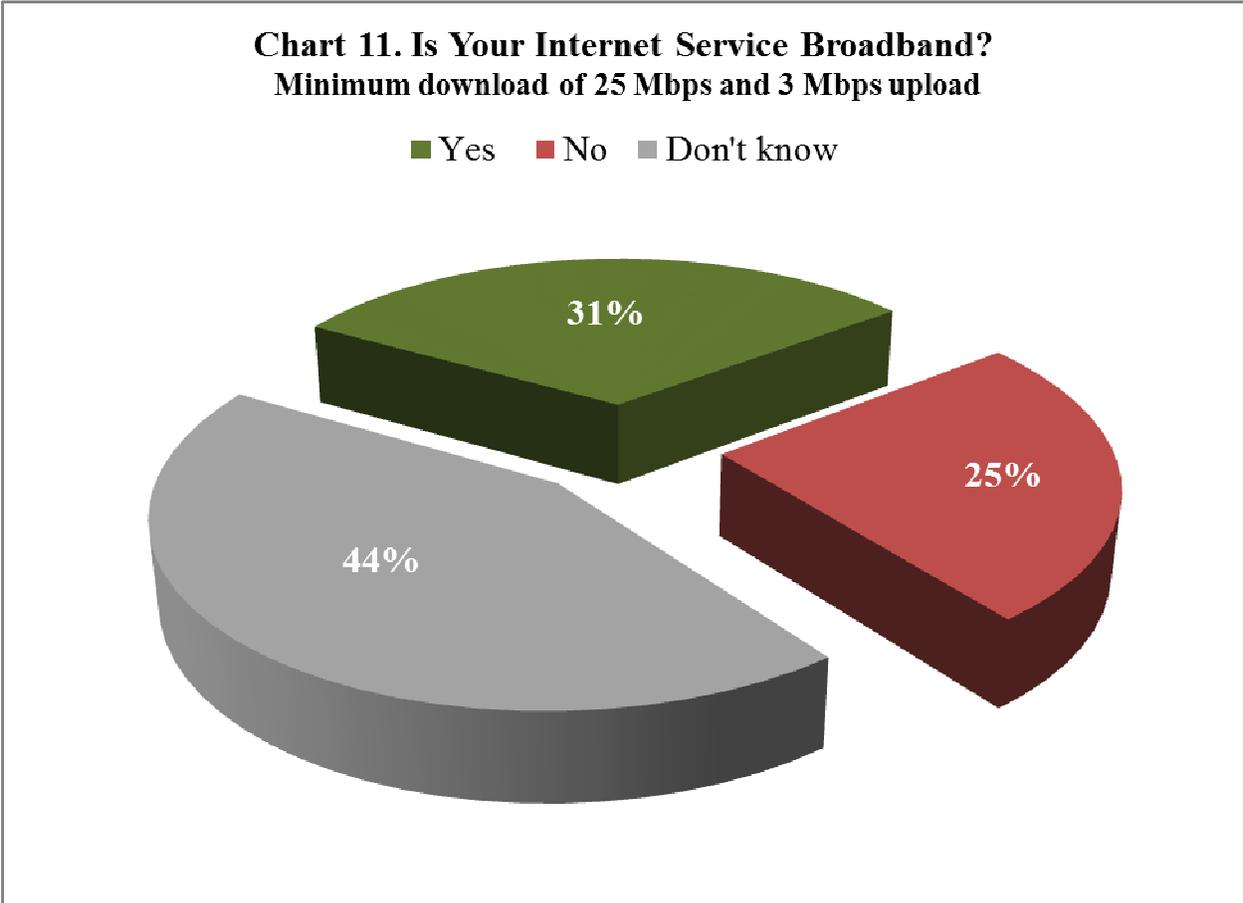
Similar to our approach for Spring Green residents, the SRC divided the business respondents into a younger group (under 45 years of age) and an older group (those 45 and older). The SRC ran statistical tests to identify any statistically significant differences in the responses between younger and older respondents and between men and women. Additionally, the SRC ran statistical comparisons based on the number of employees. The SRC found one variable with a significant difference based on gender, two variables with differences based on the number of employees, and no variables with differences based on the age group of the respondent.

The initial question in the survey asked respondents if they currently subscribe to Internet service at their place of business. As shown in Chart 10 below, nine in 10 business respondents said they have Internet service. This result is similar to the residential subscription rate.



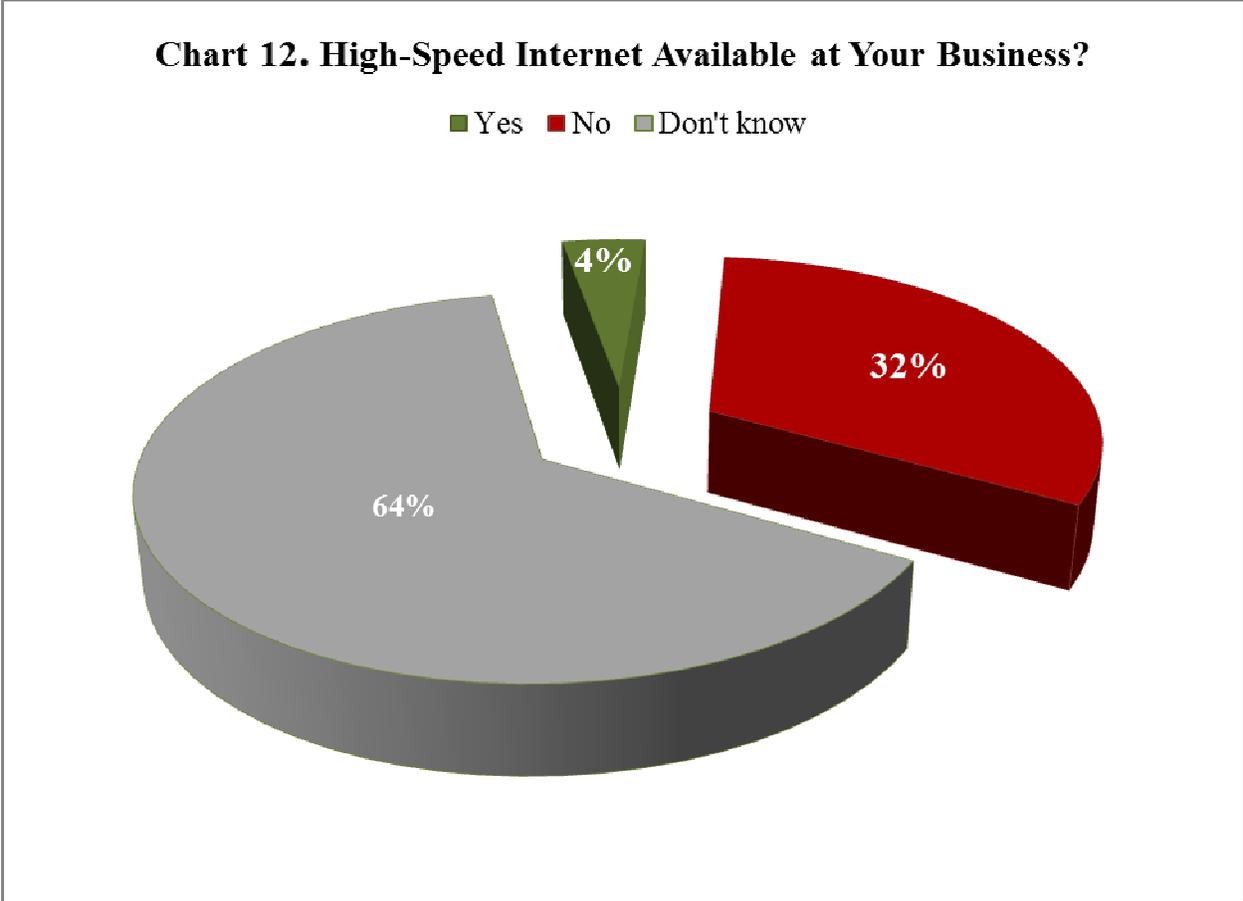
Demographic comparisons. No statistically significant differences.

When asked if their Internet service is broadband (minimum download of 25 Mbps and 3 Mbps upload), Chart 11 shows that the largest portion (44%) of business respondents did not know whether they have broadband service. About a third of business respondents said their Internet speed is fast enough to meet the definition of broadband. A quarter of respondents said they do not have broadband service.



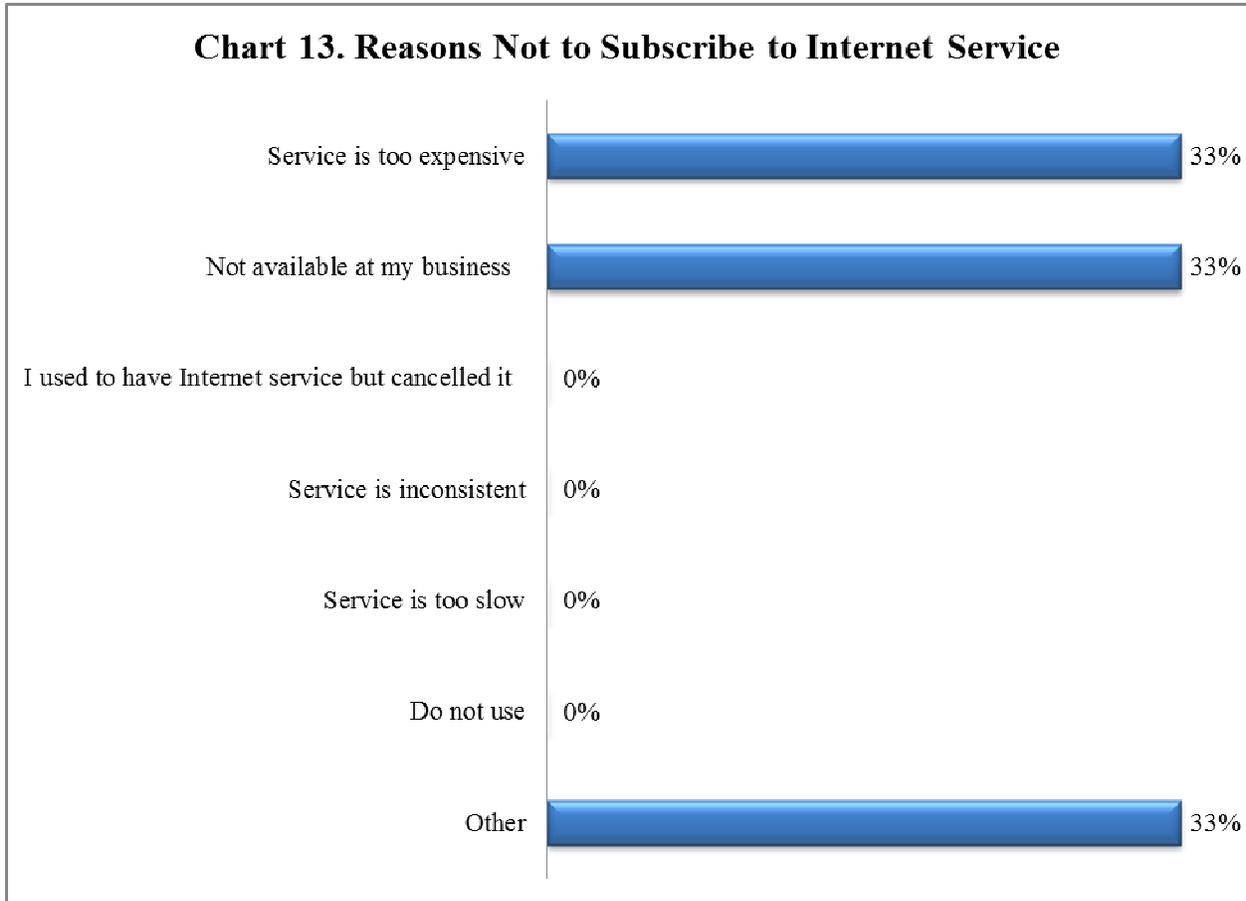
Demographic comparisons. Women business respondents were more likely to say they do not know if their Internet service is broadband.

In a related question, business respondents who indicated their Internet service is not broadband or that they did not know if their connection is high-speed were asked if high-speed Internet was available at their business. As in the previous question, high-speed was defined as at least 25 Mbps download and 3 Mbps upload. Answer choices were yes, no, and don't know. As shown in Chart 12, nearly two-thirds of respondents said they do not know if it is available, one in three said it is not available, and four percent said it is available.



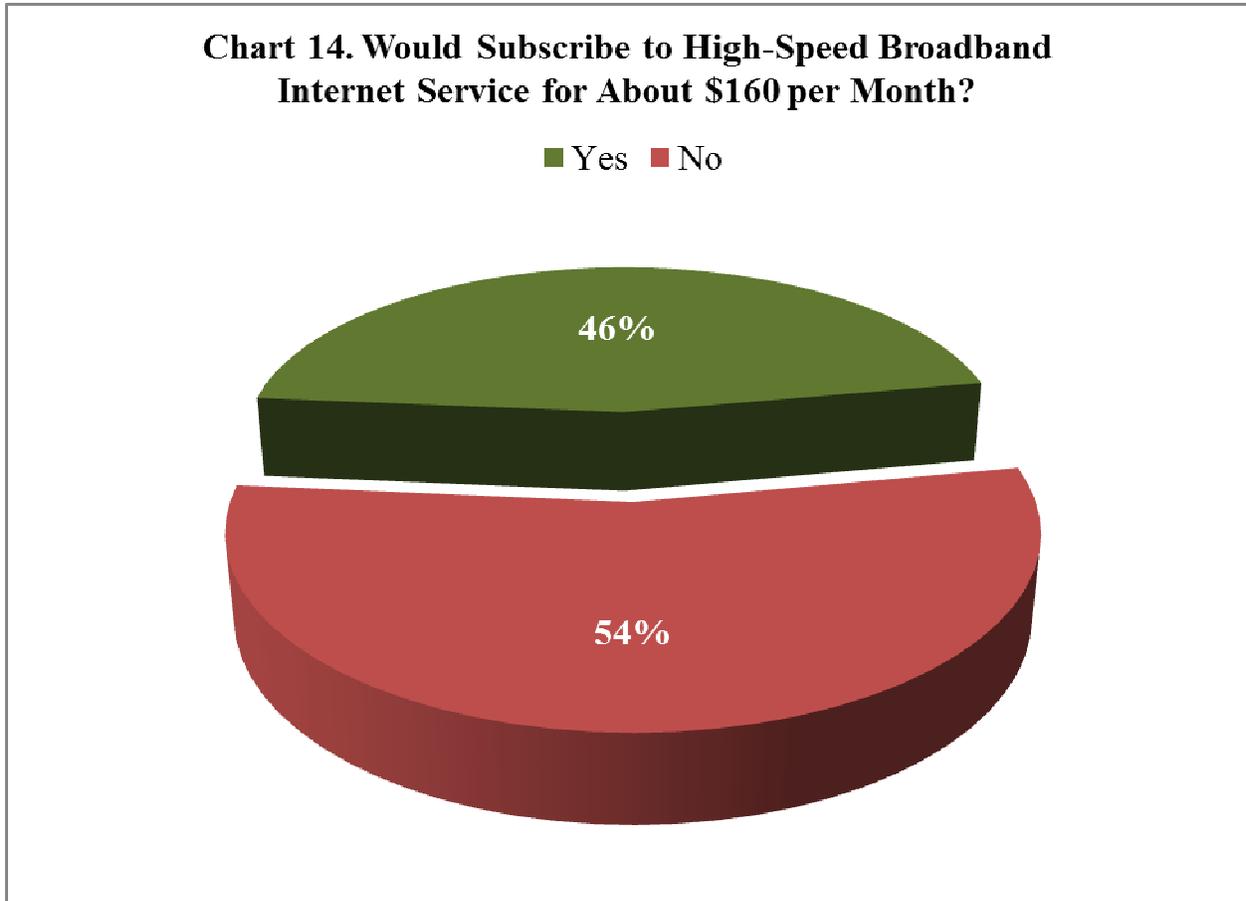
Demographic comparisons. No statistically significant differences.

The small number of respondents who do not currently subscribe to Internet service were asked to indicate their reasons for not subscribing. A list of six reasons were presented in the question, plus an option to write a reason not on the list. Respondents could choose as many reasons as apply in their situation. The results are shown in Chart 13. Only three respondents answered this question, and each respondent chose a single reason. One non-subscriber said service is too expensive and another said it is not available. The third respondent checked the other category but did not enter a reason. Concern about the cost is common between residential and business subscribers.



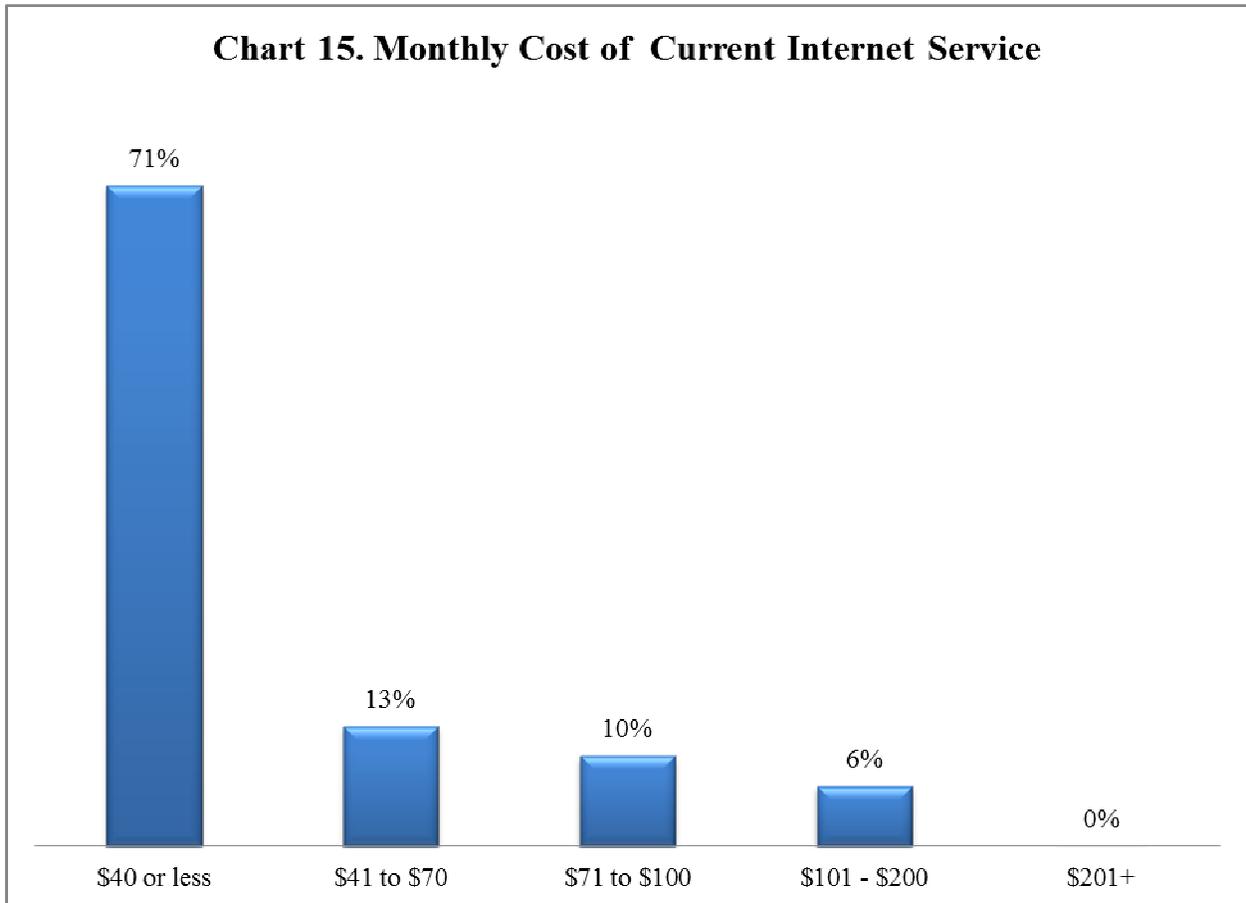
Demographic comparisons. No statistically significant differences.

Chart 14 shows the results of a question that explored the market potential for high-speed broadband Internet service in the business community. Forty-six percent said they would subscribe to high-speed Internet service for \$160 per month if it were available at their business. (For the purposes of this question, “high-speed” was defined as 100 Mbps download/50 Mbps upload.) If this response is representative of the membership of the Chamber of Commerce, a participation rate of 46% of the 172 members means that approximately 79 businesses would subscribe. A smaller percentage of businesses said they would subscribe than did residential respondents (Chart 4).



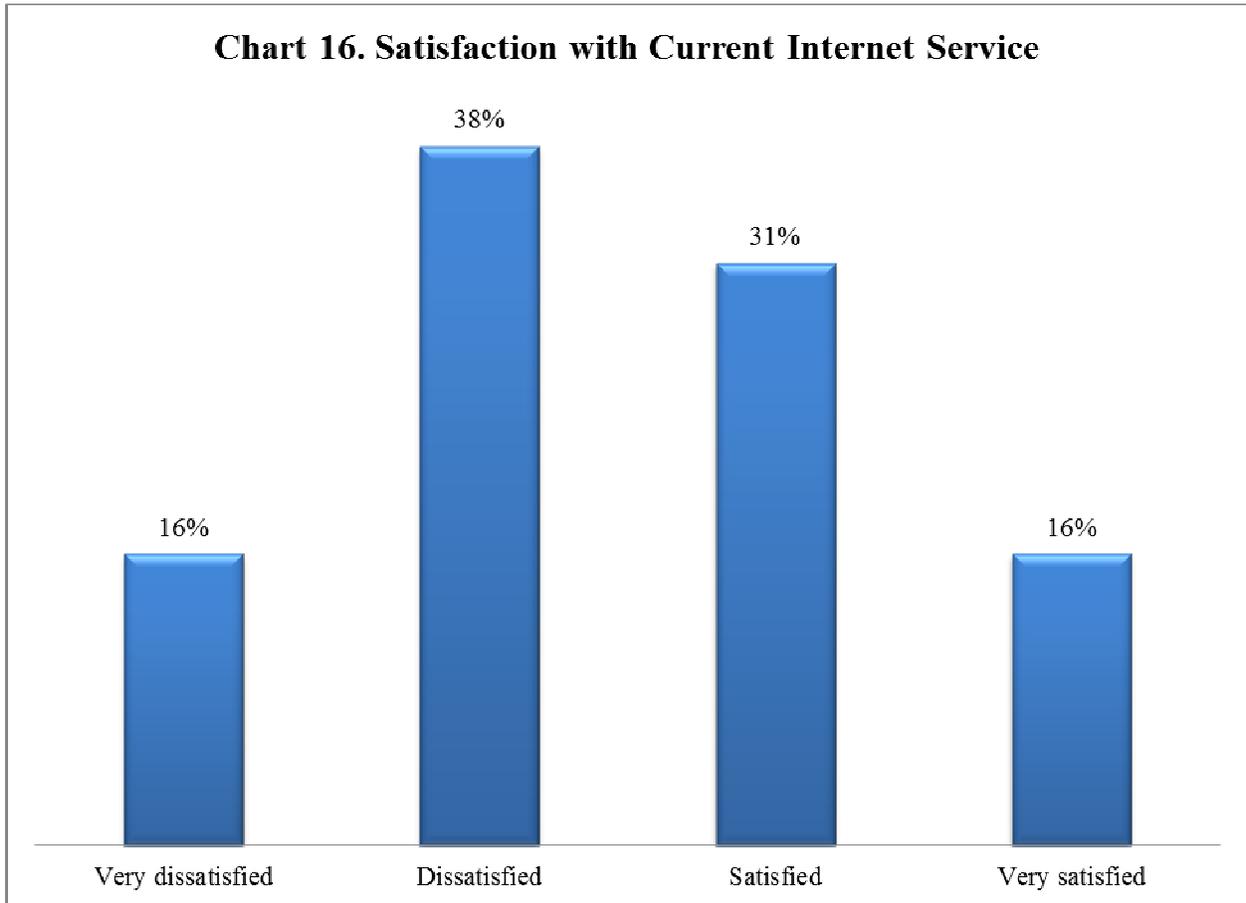
Demographic comparisons. Businesses with 16 or more employees were more likely to say they would subscribe.

Chart 15 shows the results of a question asking the respondent to indicate the monthly cost of their Internet service. Answer choices were shown in five ranges: \$40 or less, \$41 to \$70, \$71 to \$100, \$101 to \$200, or \$201 or more. The most frequent cost was \$40 or less, which was chosen by seven in 10 respondents. Thirteen percent said they pay \$41 to \$70, 10% said they pay \$71 to \$100. Only six percent pay over \$100. Compared to residential respondents, businesses said they pay less for Internet service. The relatively low monthly rate business report paying may explain why relatively few said they would subscribe to \$160/month high speed internet.



Demographic comparisons. No statistically significant differences.

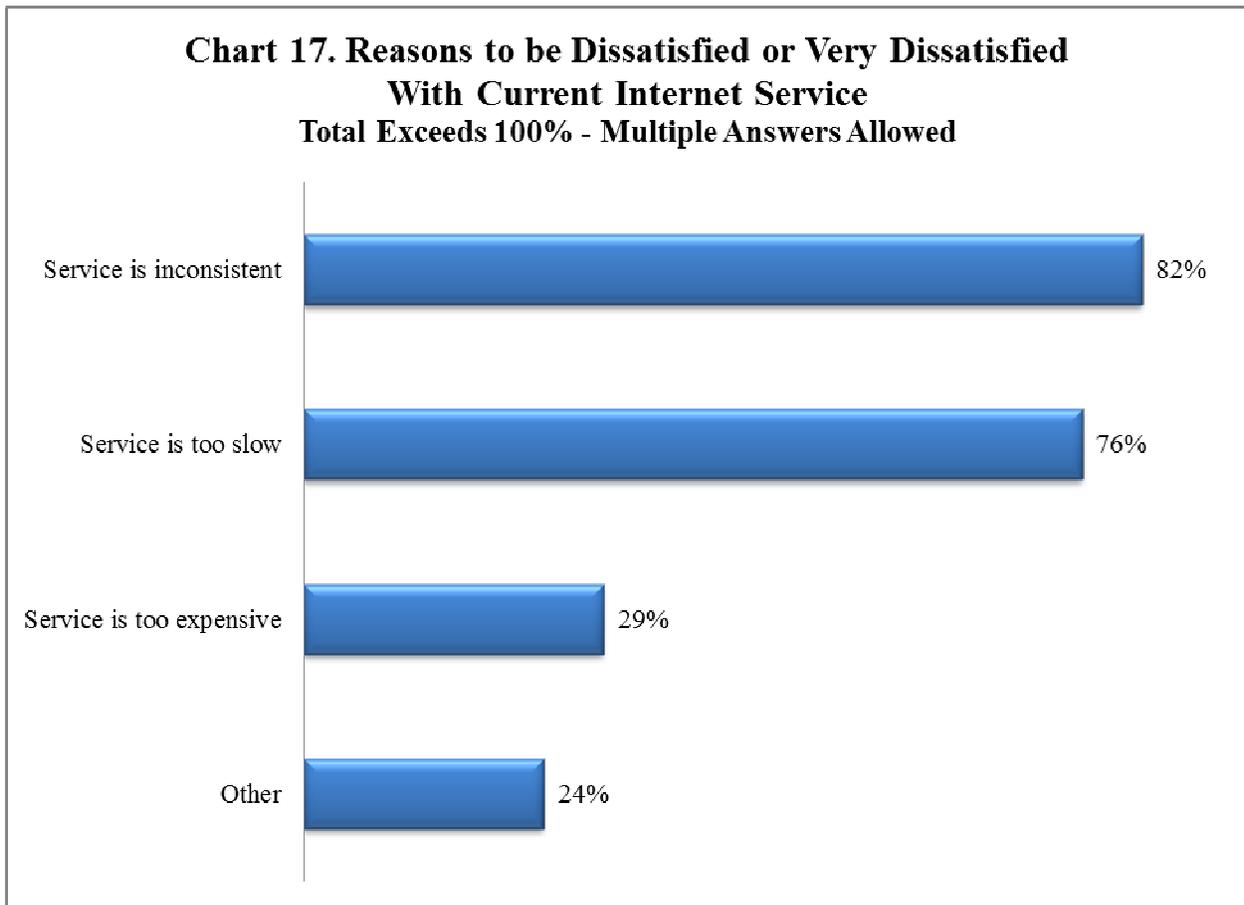
Respondents were asked their level of satisfaction with their current Internet service. Answer choices were very dissatisfied, dissatisfied, satisfied, or very satisfied. As shown in Chart 16, over half (54%) of respondents were dissatisfied (38%) or very dissatisfied (16%). A total of 47% were satisfied (31%) or very satisfied (16%). Business respondents were less satisfied with their Internet service than were residential respondents, which makes business reluctance to sign up for \$160 per month high-speed Internet more surprising.



Demographic comparisons. No statistically significant differences.

Respondents who said they are dissatisfied or very dissatisfied with their Internet service were asked to indicate the reasons behind their dissatisfaction. Available answer choices were service is too slow, service is inconsistent, or that service is too expensive. A space was provided to enter a reason not included in the list. Respondents could choose as many as apply. As shown in Chart 17, inconsistent service (82%) and slow speed (76%) topped the list. Only 29% said they are dissatisfied or very dissatisfied with the cost of their Internet service. The reasons for dissatisfaction among business respondents are similar to the responses from residents (Chart 8).

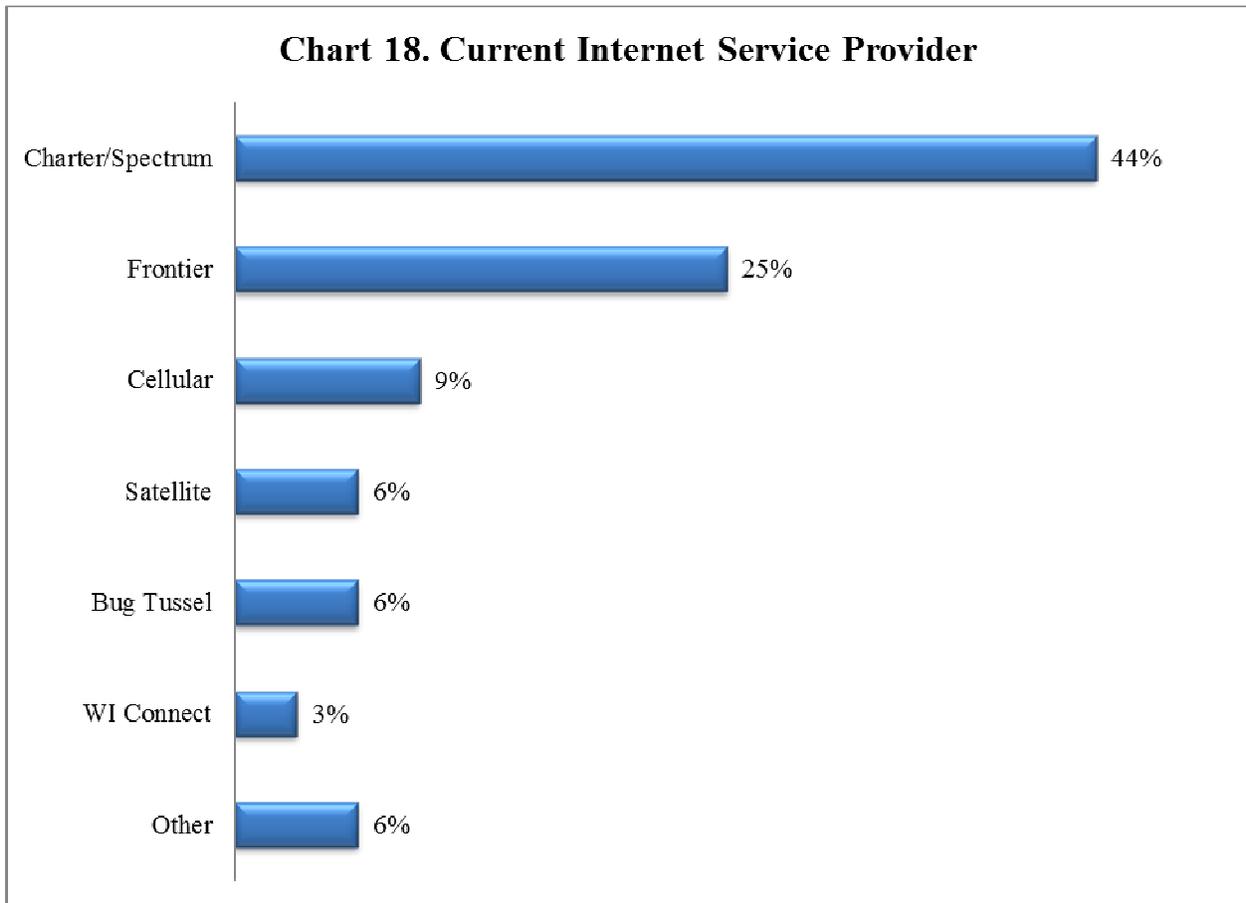
Among the comments in the other category were complaints about poor customer service.



Demographic comparisons. No statistically significant differences.

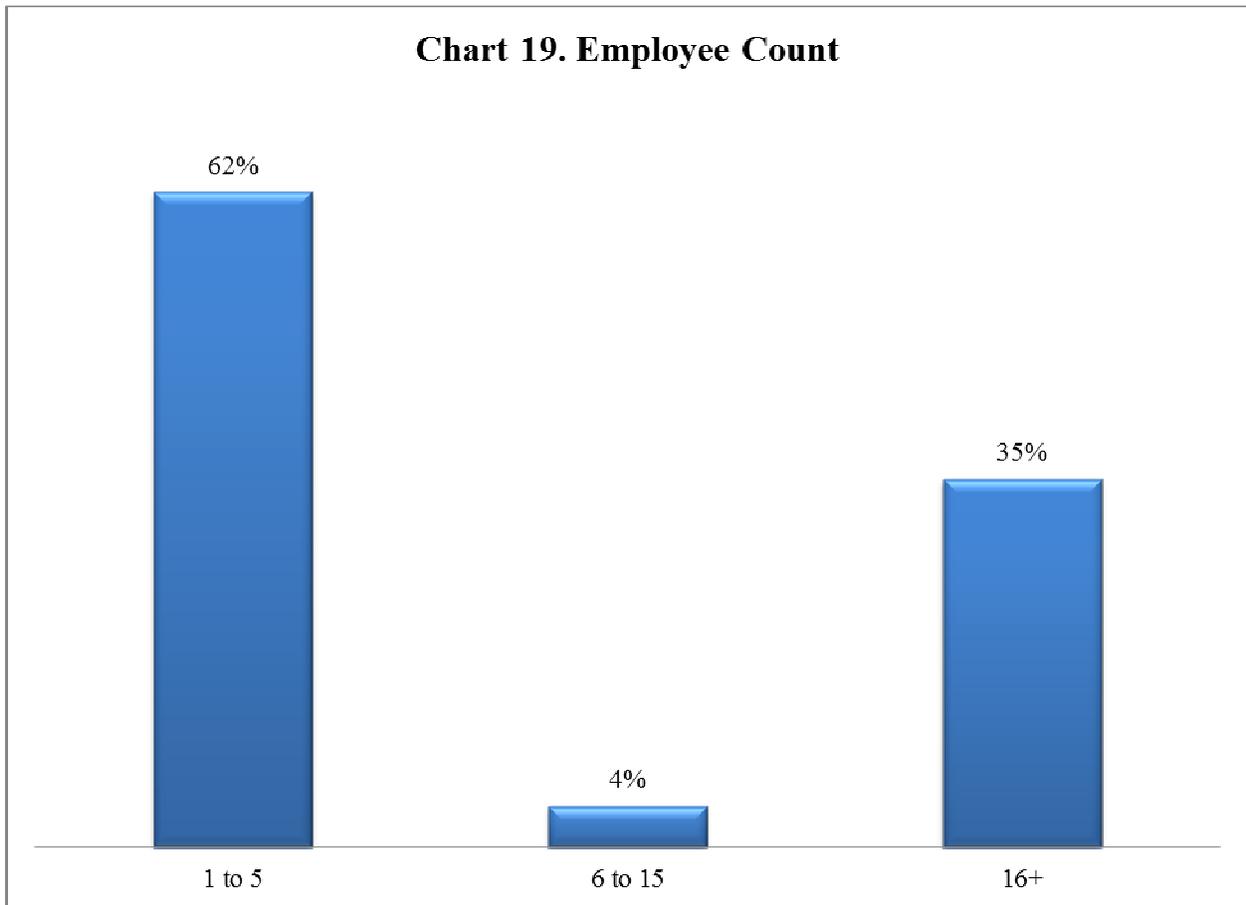
Chart 18 shows that Charter/Spectrum is the most common provider among business respondents (44%). Frontier is in second place with 25%, followed by cellular data (9%), satellite (6%), Bug Tussel (6%), and WI connect (3%). Charter/Spectrum is the market leader among both residential and business subscribers.

Among the two comments in the “other” category, one respondent said BadgerNet, and a second respondent said he/she had switched from Frontier, but did not name of the new provider.



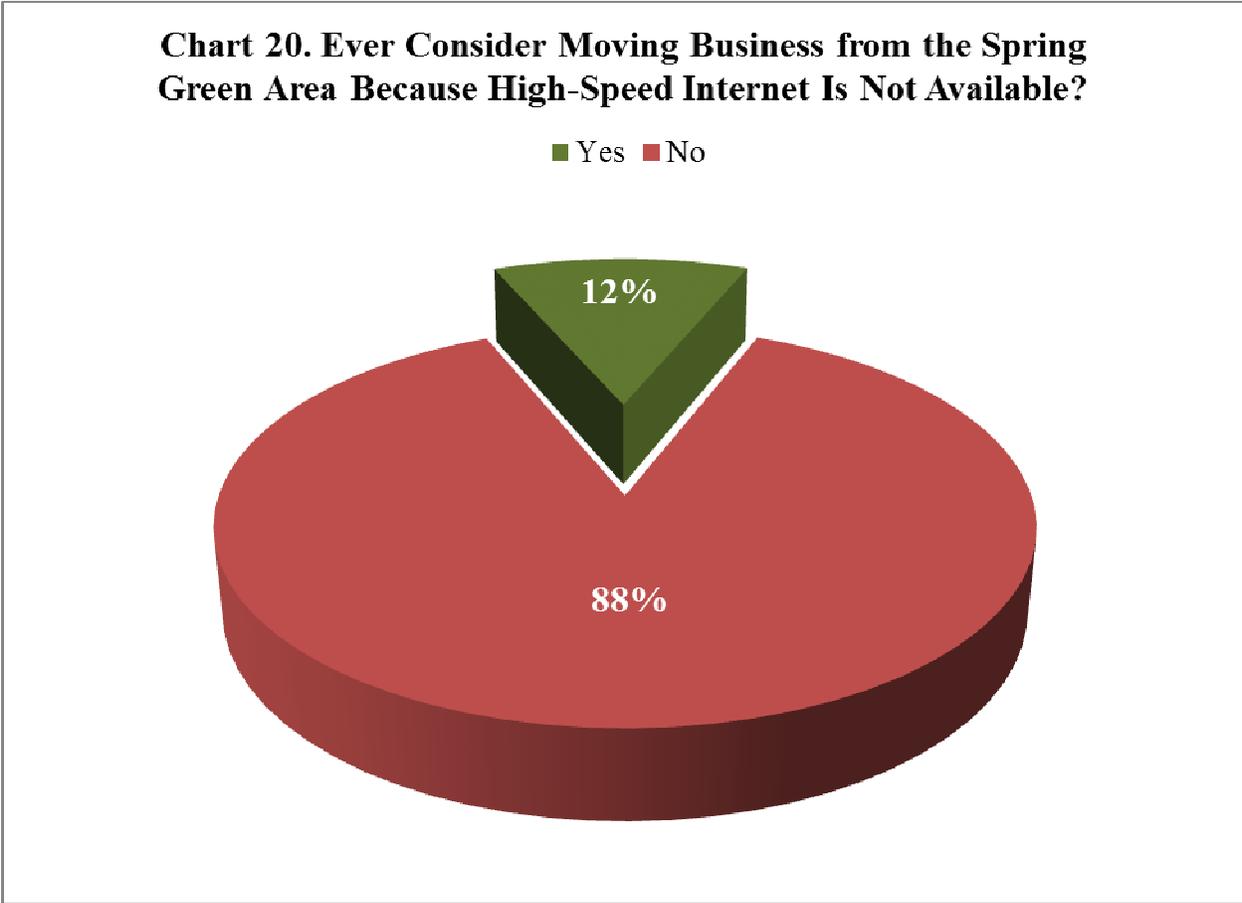
Demographic comparisons. Businesses with 16 or more employees were more likely to use Charter/Spectrum.

As shown in Chart 19, six in every 10 business respondents are small enterprises with no more than five employees. A third of respondents have 16 or more employees. Four percent said they have between six and 15 employees. Although this question was not placed in the demographic section with gender and age, the SRC also treated employee count as a demographic variable and ran statistical tests of significance based on the respondent's count of employees. As noted earlier, the two questions with statistically significant differences based on employee count are noted in the report.



Demographic comparisons. No statistically significant differences.

Business respondents were asked if they have ever considered moving their business from the Spring Green area because they cannot get high-speed Internet service. Only eight of the 36 respondents answered this question. Their results are shown in Chart 20, which indicates that 12% (one respondent) have considered relocating out of the area, while 88% have not.



Demographic comparisons. No statistically significant differences.

## Open Ended Comments – Business

Respondents were asked if they had any comments about high speed broadband Internet service in the Spring Green area. Nine of the 36 respondents entered a written response to this question. Since the number of written responses from business was small, all nine responses are shown below (as well as in Appendix B2). Six of the nine responses included a reference to cost of Internet service.

- *I don't know how we are supposed to function in the 21st Century with 3rd world Internet in rural areas. I can't even tell you how many hours I have wasted simply trying to get a Quickbooks invoice or other seemingly simple bit of record keeping done because of lousy connection speeds. Or having software update take literally days to download at 50k speeds. It's an embarrassment.*
- *I would like to learn more about the service and its benefits.*
- *It needs to be affordable. Not the \$160.00 you started with. Outrageous.*
- *Jewell Associates Engineers Inc. supports this internet project. The projected speed and reliability of the proposed service would be a very welcome addition to our village. The cost is remarkable for the other options we have.*
- *The service is inconsistent and too expensive that we currently have but paying so much more for service is not an option either.*
- *Too expensive at \$160/month*
- *We looked into bringing wired Internet to our area, and the cost is so high we did not even consider it. I currently use a Verizon Cantenna which works great for everyday email and brief streaming of a few things but because of the fact you pay for every gigabyte it doesn't allow for any streaming. The service is fast and good but would be cost prohibitive to stream.*
- *We use a Wi-Fi Jetpack which enables us to connect wherever we are at a reasonable cost although it is not very fast. But it is cost effective and enables us to do our business from any location, which is important.*
- *Would love to have a local provider for our business, but your proposed cost is double what I pay now (\$84.00/month). If you could have varying levels of Internet service to accommodate small businesses that might be a good option. Many of the small businesses here in the village could not afford your proposed price. Already answered the survey for the Township and look forward to having High Speed Internet at home!*

## **Conclusions – Business**

Key findings of the business survey include the following:

- One in four business respondents said broadband (at least 25 Mbps download and 3 Mbps upload) Internet service is not available at their business.
- Slightly over half of business respondents are dissatisfied or very dissatisfied with their current Internet service. Slow service and inconsistent service are the primary causes of dissatisfaction.
- Less than half of business respondents would subscribe to high-speed (100 Mbps download/50 Mbps upload) Internet service for about \$70 per month.
- Few business respondents said they have considered moving their business from the Spring Green area, but most respondents did not answer this question.

## Appendix A1 – Open-Ended Comments: Residential

### Q2. If you do not subscribe to Internet service, why not? Other (15 Responses)

- Age
- At my age not interested
- Broad band cap
- Connect to neighbors
- I have to use a mobile hotspot for internet
- N/A
- No interest
- Personal choice to limit access
- Seasonal residence
- Too old 91 years
- Use Cellular
- Use my cell phone- US Cellular
- We use phone data plan
- We would have to run cable line \$\$\$
- Will purchase in future

### Q7. If you are dissatisfied or very dissatisfied with your Internet service, why are you not satisfied? Other (17 Responses)

- 2 gig a month! Poor connections, inaccurate data total, outages, disconnections.
- Almost are forced to bundle w/ things we don't need (landline phone)
- Can only get service through cell companies
- Constantly disconnects!
- Data cap us not sufficient for our needs
- Evenings are bad
- Frontier Internet
- Just a note the line is not buried deep enough
- Limited data
- N/A
- Poor customer service
- Repairs take too long
- Service cannot be upgraded in our subdivision because all DSL lines are in use
- Service speeds are significantly below what we pay for and have a data cop.
- Speed restrictions
- Terrible customer service!!
- We have very little data for the price

### Q8. Who is your current Internet service provider at your Spring Green area residence?- Other (11 Responses)

- Hughes Net (x3)
- Dish Network (x2)

- Exceed (x2)
- Verizon Wireless (x2)
- Frontier
- US Cellular

**Q9. Please use the space below to add any comments about broadband Internet service in the Spring Green area.-TEXT (108 Responses)**

**Speed/Reliability (31 Responses)**

- At peak usage times, speed/service slows. Sometimes goes down completely for a few minutes. Honestly noticed holidays and weekends when trying to watch shows/TV on Netflix/Hulu/etc.
- Cellular internet access is very iffy in pine forest in our area.
- Charter claims to be faster but have a poor reputation here. At interval-roughly monthly-there's no service on boot-up. Frontier always claimed it was my computer. But since they sent another modem just switching modems gets service back.
- Charter is 1/4 mile from our business/house and we cannot get it here on Pearl Rd. Many times internet goes out and our credit card machine doesn't work and can't process without internet.
- Continuously goes out of service at home and at our downtown business.
- Currently Frontier tests to 12.5 download/ 1.0 Upload. This is \$52.74/ month.
- Frontier doesn't care that they advertise 3mg of speed and only deliver .5 to .7m of speed. Download, .3 up load. Snail Mail!
- Frontier is an unreliable company that lies to potential customers. There are not enough connections for the number of homes on our road.
- Frontier very helpful with technical issues but speed in reality is less than advertised.
- High speed service is desperately needed in our subdivision (Beau River Rain) We're stuck with an average internet speed of 6 MBPS and cannot upgrade to a higher speed because Frontier has told us all of the DSL lines in the subdivision are already in use (full) and they cannot be expanded. It is a bad joke.
- Hughes Net was the only service available and it's very slow and very expensive.
- I don't have an option. Our internet seems to work well. We use a Roku device, and there are often internet problems with that streaming.
- I know my neighbors have Frontier and get 2 Mbps download. I share bandwidth with other users so weekends and evenings my service really slows down, sometimes can't watch Netflix.
- I work from home for an insurance company in Minneapolis. The speeds offered by Frontier in the pines are too slow for me to do some of my work on time. Bug Tussel is too inconsistent for my work purposes.
- I would love to see true high speed internet.
- Internet service levels of capability is very low. I highly doubt I am getting the speed I am paying for, but I do so just in case it might be provided.
- It is my understanding that with streaming and multiple devices our village has too many users per line - hence problems arise. Need more bandwidth.

- It is sometimes sluggish- could be faster
- It would be nice to have a faster speed- the \$70 is about what I pay but I don't think the speed is that fast.
- My kids have trouble doing homework that is assigned online. My husband and I have trouble completing work we need to do due to the terrible internet.
- Often slow or does not work.
- Our Frontier service is sufficient for 2 retired persons. Might not be if ran a business, had school age children, or other family members. It should be available like a utility with access for all, no matter where residence is located. Our service is download 13.7 MBPS/ 1.14 upload. Charter might be available here.
- Our internet speed is as fast as the DSL line will allow. The price we pay is too high for the slow speeds (.8 mbps download and .3 upload). Please bring broadband service to our home.
- Over the past two years I have documented what speed I am getting on internet. Download .30 to 1.56 a couple times a month) upload .21 to .39
- Poor reception.
- Speed would be great. Reliability would be great. Just don't trust the government in my internet process and I won't give the government more \$ especially when they will restrict the internet!
- The above listed providers have routinely stated they could provide a level of service, then when asked to, tell you they can't.
- Two times this summer I had no service for up to 4 days. The service is so slow, it takes half an hour, just to get mail. 75 down, 30 up and most of the time it is slower than that.
- We are currently needing to reset our modem. Our internet is too slow and unreliable for \$69/month.
- We have 5 children who all need internet to do their homework. Many nights it cuts out and is too slow.
- Would welcome faster internet with decrease expense.

### **Price (19 Responses)**

- \$50 is what I pay, No More.
- \$70.00/mon is almost double what I am paying now :(
- Have too many bills already.
- Higher speeds too expensive.
- How much is it going to cost the township of Spring Green?
- I currently get internet at work in Spring Green. Frontier charges just increased from under \$20 to \$45 plus tax, I'll be looking for alternatives.
- I pay \$77 a month and my speed is 2 Mbps download if I'm lucky and my upload is 267 Kbps.
- I think internet should be readily available at a reasonable price.
- I think offering this service is a great idea as long as the cost can be held to around \$70/ month.

- Only a comment- The Madison area can access internet service for around \$29.99 or less. How come Spring Green can't? You can put in gas lines, but not a good internet like Charter?
- Only pay \$29.99 for internet at the time. Not sure how much it will be when promotion runs out. Am now aware that there is a cellular service and would be interested in finding out about it.
- Prices rise quickly and continuously
- The cost for my internet service has gone up quite a bit without an adequate increase in speed.
- The only fast internet service is Charter/Spectrum. However it is only "reasonable" in price when bundled with TV and phone service without the bundle service is, almost \$70/month. Very expensive. A fast and cheaper (<\$50/month) service is needed!
- Waste of money
- Waste of taxpayer dollars
- We currently have Frontier DSL copper line @ 1.6 mbps and 384 kps (the top speed decibels). It's slow but adequate. As a home business, we could really use faster speeds but 100 mbps is more than we need and \$70/mo. is too expensive.
- We currently pay \$44.90 for Broadband Max Loop and \$14.99 for their security plus which comes to \$59.99. We wouldn't be interested in paying \$70.00/ mo. We are very satisfied with Frontier. It's fast enough for our use.
- We have 60Mbps service @ \$65/month, but have \$10 discount = \$55/MO

#### **Availability and Access (18 Responses)**

- Broadband goes by my house on a power pole but providers can't find my address in their computers.
- Broadband not available at our residence.
- Bug Tussel reception is not good enough to use at our home due to trees. Our neighbor however has their service for years!!!
- Bug Tussel was the only provider who could give us internet access due to trees.
- Frontier would be fine, but lines are out dated, and there is not enough switches for this road.
- GET IT! Please!
- I am in the process of trying get Charter for service at my house.
- If tax funded internet controls need to happen- population needs to be avoided. Reedsburg has only duplicated service in many areas and has expanded very little in rural area.
- Needs to expand to all rural areas.
- No internet North of Hwy K.
- Please make sure this is for rural Spring Green families also.
- Satellite is only option; no land line or cable service carrier available at location.
- This is essential to everyone
- This service is needed everywhere

- Unable to have Bug Tussel, WI connect since we lived in Pinelands and all the trees do not allow connection to their towers. Charter/ Spectrum not an option as they do not offer services to this part of town of Spring Green.
- We are in despite having service in our home.
- We live outside of Spring Green on Highbanks Rd and only a few of us have Internet with Frontier and they will not add more service to this area which is very wrong.
- We use the service at the library. It's fine

**Provider Choices and Competition (17 Responses)**

- Charter is the only option currently available. I work from home so it is a necessity. Luckily, our home is within the coverage area (we have friends that have based a recent home buying decision on coverage access area). An additional option would be great - Charter is it.
- Competition against Charter would be great
- I am in limbo, with access to Charter which is fast, but expensive. I am too far from town for DSL. I would like more competition to drive pricing down to the \$40 range.
- I feel we need more options in our area. We have Charter because it is the best from the few options available. Rural areas need more options when Charter is not available to them.
- I wish there were options.
- I would like alternative service for those in rural areas as Charter does not often reach their homes and farms.
- I would like choices and for it to be less spotty.
- I'd like it better if there was competition so our rates wouldn't be so expensive.
- It would be nice to have options other than Charter for price competitiveness.
- Need more reliable, competitive providers to choose from.
- Should be more providers.
- We are unable to get any service other than though cellular service, due to the hilly terrain and lack of satellite signal. It is very costly and very limited service. Any help getting Charter or Frontier to bring their service out to the rural areas would be a great benefit to us.
- We can't depend on the internet to work. We are out in country- Frontier said they can't help the poor service but they do want the \$\$\$.
- We have decent access in town. Accessibility in rural Spring Green is minimal or non-existent. Often satellite internet is the only option and it is inadequate and unreliable.
- We have fiber optic one but no access to high speed internet north of Spring Green Hwy 14.
- We live 6 miles northwest of SG on a farm. Not many options. Bug Tussel, Charter, with connect not out here. Hotspot inconsistent.
- Wish we had a good option.

### **Community Impact (6 responses)**

- Concerned about so many cell phone/internet/media towers ruining the beauty of natural scenery. Often towers built without local residents notified.
- Having actual high speed internet will help attract and retain individuals in the rural areas. The current quality/ speed of internet in our area works as a deterrent to long term residence.
- If the grant does not go through, may be looking at selling our home and moving somewhere we can get internet! We currently have no internet options!
- It will be good for area businesses and good for property values.
- Satellite is the only option we have currently. It is overpriced, with speeds slower than advertised. I work from home and there are some things I cannot do. We have had multiple friends think about moving to the area. But they can't without better internet. This is a huge economic development area for our community!!
- Without reliable high-speed internet service to the boarder community, expect vitality of area to diminish.

### **Provider Specific (5 Responses)**

- Better service, customer service sucks for Frontier
- Have had big issues for 7 years - will not do Frontier or Satellite again
- Just started with Charter
- Bug Tussel works great for us- we are able to do everything we need (live stream, Netflix, internet shopping, Roku, live classes, etc.)
- Use "Cellular" on Verizon iPad Service at present.

### **Miscellaneous (12 Responses)**

- At my age I am not interested
- DSL
- Fine as is
- I am not at all familiar at all with what this service would do for me and how expensive would it be.
- It sucks
- My cable is not buried very deep 1 to 2 inches so I have to lookout when I mow my lawn.
- No comment
- No very little about it.
- Not necessary
- Please make better
- Spotify
- Well, I hope we'll oppose Net Neutrality where we can

## **Appendix A2 – Open-Ended Comments: Business**

**Q8. If you are dissatisfied or very dissatisfied with your Internet service, why are you not satisfied? Other (4 responses)**

- Constantly needs upgrades because becomes obsolete so quickly.
- Frontier DSL costs about \$40/mo. and delivers only about .5-1Mbps download. Switched to satellite which gets us about 3-7Mbps download at \$80/mo. Both are terrible options for running a business or even a home for that matter.
- Poor customer service.
- Very poor service.

**Q9. Who is your current Internet service provider at your Spring Green area business? Other (2 responses)**

- BadgerNet
- Just switched from Frontier as we couldn't even get 1Mbps speeds reliably.

**Q12. Please use the space below to add any comments about broadband Internet service in the Spring Green area. (9 responses)**

- I don't know how we are supposed to function in the 21st Century with 3rd world Internet in rural areas. I can't even tell you how many hours I have wasted simply trying to get a Quickbooks invoice or other seemingly simple bit of record keeping done because of lousy connection speeds. Or having software update take literal days to download at 50k speeds. It's an embarrassment.
- I would like to learn more about the service and its benefits.
- It needs to be affordable. Not the \$160.00 you started with. Outrageous.
- Jewell Associates Engineers Inc. supports this internet project. The projected speed and reliability of the proposed service would be a very welcome addition to our village. The cost is remarkable for the other options we have.
- The service is inconsistent and too expensive that we currently have but paying so much more for service is not an option either.
- Too expensive at \$160/month
- We looked into bringing wired internet to our area and the cost is so high we did not even consider it. I currently use a Verizon Cantenna which works great for everyday email and brief streaming of a few things but because of the fact you pay for every gigabyte it doesn't allow for any streaming. The service is fast and good but would be cost prohibitive to stream.
- We use a Wi-Fi Jetpack which enables us to connect wherever we are at a reasonable cost although it is not very fast. But it is cost effective and enables us to do our business from any location, which is important.
- Would love to have a local provider for our business, but your proposed cost is double what I pay now (\$84.00/month). If you could have varying levels of Internet service to accommodate small businesses that might be a good option. Many of the small businesses here in the village could not afford your proposed price. Already answered the survey for the Township and look forward to having High Speed Internet at home!

## Appendix B1 – Residential Quantitative Summary of Responses by Question

(387 Responses)

The Federal Communications Commission (FCC) defines high-speed broadband Internet as a connection with a minimum download of 25 Mbps and 3 Mbps upload.

1. Currently:	Yes	No	Don't Know
a) Do you subscribe to Internet service at your Spring Green area home	89%	11%	
b) Is high speed broadband Internet (at least 25 Mbps download/3 Mbps upload) available at your area Spring Green home	39%	29%	32%

### 2. If you do not subscribe to Internet service, why not? (• Mark all that apply)

X	Not applicable	13%	Service is too slow	19%	Not available at my residence
17%	Do not use	9%	Service is inconsistent	30%	Service is too expensive
32%	Use in another location	32%	Other, specify: <b>See Appendix A</b>		

3. Would you subscribe to high-speed broadband Internet service delivering service at <u>100 Mbps download/50 Mbps upload</u> for about \$70 per month if it was available at your Spring Green area residence?	Yes	No
	59%	41%

### 4. How likely would someone at your Spring Green area residence do any of the following activities if you had access to high-speed broadband Internet service (100 Mbps download and 50 Mbps upload)?

	Very unlikely	Unlikely	Not sure/NA	Likely	Very likely
a) Start, move or grow a home-based business	40%	20%	21%	8%	11%
b) Work from home	30%	13%	12%	20%	25%
c) Access educational resources (K-12, post-secondary, continuing education, etc.)	27%	14%	13%	23%	23%
d) Access medical information/services	15%	5%	10%	33%	36%
e) Improve the management of my farm (access market info, work with lenders and crop consultants, taxes, etc.)	46%	13%	29%	6%	6%

**If you currently subscribe to Internet service at your residence, please CONTINUE the survey. If not, please GO TO Question 9 to complete survey. Thank you.**

### 5. What is your monthly cost for just your current Internet service (if part of a bundle, please estimate Internet cost only)?

\$40 or less	\$41 to \$70	\$71 to \$100	\$101 to \$200	\$201 or more	Not applicable
25%	58%	13%	3%	1%	X

### 6. How satisfied are you with your current Internet service?

Very dissatisfied	Dissatisfied	No Opinion /NA	Satisfied	Very satisfied
13%	32%	X	42%	13%

**7. If you are dissatisfied or very dissatisfied with your Internet service, why are you not satisfied?  
(• Mark all that apply)**

X	Not applicable	62%	Service is inconsistent	34%	Service is too expensive
74%	Service is too slow	10%	Other, specify: <b><u>See Appendix A</u></b>		

**8. Who is your current Internet service provider at your Spring Green area residence?**

Not applicable	Charter/Spectrum	Frontier	Bug Tussle	WI Connect	Satellite	Cellular Service	Other (specify): <b><u>See Appendix A</u></b>
X	40%	36%	10%	1%	3%	5%	4%

**9. Please use the space below to add any comments about broadband Internet service in the Spring Green area.**

**INFORMED CONSENT**

**10. In order to identify areas that are underserved, we would like to use your address and your response to create maps as part of a broadband expansion grant application. Do we have your permission to use your data in this way?**

Yes	No
91%	9%

**DEMOGRAPHICS (for statistical purposes only)**

**11. What is your gender?**

Male	Female	Other
53%	47%	0%

**12. What is your age?**

18-24	25-34	35-44	45-54	55-64	65 and older
1%	6%	10%	21%	27%	36%

**13. Do you have children, 18 years old or younger, living in your home?**

Yes	No
23%	77%

## Appendix B2 – Business Quantitative Summary of Responses by Question

(36 responses)

*The Federal Communications Commission (FCC) defines high-speed broadband Internet as a connection with a minimum download of 25 Mbps and 3 Mbps upload.*

1. Do you subscribe to Internet service at your Spring Green area business?

Yes **91%**

No **9%**

2. Is the Internet to which you subscribe at your business a broadband service (*with a minimum download of 25 Mbps and 3 Mbps upload*)?

Yes **31%**

No **25%**

Don't Know **44%**

3. Is high-speed broadband Internet (at least 25 Mbps download/3 Mbps upload) available at your area Spring Green business?

Yes **4%**

No **32%**

Don't Know **64%**

4. If you do not subscribe to Internet service, why not? (• Mark all that apply)

Do not use **0%**

Service is too slow **0%**

Service is inconsistent **0%**

Not available at my business **33%**

Service is too expensive **33%**

I used to have Internet service but cancelled it **0%**

Other, specify **33%** **See Appendix A2**

5. Would you subscribe to high-speed broadband Internet service delivering service at 100 Mbps download/50 Mbps upload for about \$70 per month if it was available at your Spring Green area business?

- Yes **46%**
- No **54%**

6. What is your monthly cost for just your current Internet service (if part of a bundle, please estimate Internet cost only)?

- \$40 or less **71%**
- \$41 to \$70 **13%**
- \$71 to \$100 **10%**
- \$101 to \$200 **6%**
- \$201 or more **0%**

7. How satisfied are you with your current Internet service?

- Very Dissatisfied **16%**
- Dissatisfied **38%**
- No Opinion/NA **Excluded**
- Satisfied **31%**
- Very Satisfied **16%**

8. If you are dissatisfied or very dissatisfied with your Internet service, why are you not satisfied? (● Mark all that apply)

- Service is too slow **76%**
- Service is inconsistent **82%**
- Service is too expensive **29%**
- Other, specify **24%** **See Appendix A2**

9. Who is your current Internet service provider at your Spring Green area business?

- Charter/Spectrum **44%**
- Frontier **25%**
- Bug Tussel **6%**
- WI Connect **3%**
- Satellite **6%**
- Cellular Service **6%**
- Other **9%** **See Appendix A2**

10. How many employees do you have?

- 1 to 5 **62%**
- 6 to 15 **4%**
- 16+ **35%**
- Prefer not to answer **0%**

11. Have you ever considered moving your business out of the Spring Green area because you can't get a high-speed broadband Internet connection?

- Yes **13%**
- No **88%**

12. Please use the space below to add any comments about broadband Internet service in the Spring Green area.

**See Appendix A2**

## **INFORMED CONSENT**

13. In order to identify areas that are underserved, we would like to use your address and your response to create maps as part of a broadband expansion grant application. Do we have your permission to use your data in this way?

- Yes **76%**
- No **24%**

14. Please provide the street address of your Spring Green area business below.

---

## **DEMOGRAPHICS (for statistical purposes only)**

15. What is your gender?

- Male **23%**
- Female **77%**
- Other **0%**

16. What is your age?

- 18 to 24 **0%**
- 25 to 34 **6%**
- 35 to 44 **19%**
- 45 to 54 **29%**
- 55 to 64 **39%**
- 65+ **6%**