DANE COUNTY BROADBAND TASK FORCE

TASK FORCE MEETING 9/1/2021

Survey Research Introduction

WHY DO A SURVEY?

- To better understand gaps in coverage

- To identify areas of inconsistent or inadequate coverage

- To better understand internet use and needs

- To get the information needed for grant applications

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SURVEY RESEARCH: QUESTIONS FOR CONSIDERATION

- Who do we need to hear from?

- What do we need to learn?

- How do we get a good sample?

  - Do we need a statistically representative sample?

  - How many respondents are needed to get the information we need?

- What survey methodology would work best for our needs?

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IDENTIFY THE POPULATION TO STUDY

- Do we limit the study to areas with known service gaps?

- Do we want to target specific geographies?

- Are we interested in surveying households only, or do we also include businesses and institutions?

DETERMINE WHAT WE NEED TO KNOW

A few possible questions for consideration:

- What is the existing infrastructure? How do residents access the internet?

- What internet service providers are available in underserved areas?

- How adequate is the coverage? (download, upload speeds, reliability)

- Cost & Usage

  - What are people paying?

  - What are they willing to pay?

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SURVEY METHODOLOGY OPTIONS

- Representative sample using mail survey ("closed survey")

- Broad sweep survey using mail survey

- Broad sweep survey using on-line outreach and on-line survey response

- Mixed mode: representative sample followed by broad sweep

- Mixed mode with follow-up questionnaire

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CONSIDERATIONS

- What information do grants require that can be answered with a survey?

- How can we collect survey data in such a way as to improve the maps?

- Is it more helpful to have a large number of responses over a defined area, or fewer, more detailed responses?

- Can we narrow down the geography?

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