



City of  
Golden



# Residential Broadband Services Survey

## Residential Broadband Services Survey Results

Below is a summary of survey results broken down by each question asked on the survey.

To which age group do you belong?

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 21			8	1.2 %
21 - 39			173	27.5 %
40 - 54			193	30.7 %
55 - 70			195	31.0 %
Over 70			58	9.2 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

How many children under age 18 live at your home?

619 Response(s)

Does anyone in your household work from home?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			426	67.8 %
No			198	31.5 %
No Response(s)			4	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

How much do you currently pay for internet service each month?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$35			34	5.4 %
Between \$35 and \$55			157	25.0 %
Between \$56 and \$100			277	44.1 %
More than \$100			158	25.1 %
No Response(s)			2	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

What additional services (if any) are included in the price for your internet service?

Answer	0%	100%	Number of Response(s)	Response Ratio
The cost includes only internet service			339	56.2 %
Telephone service			172	28.5 %
TV service			194	32.1 %
Cell phone service			10	1.6 %
Other			28	4.6 %
<b>Totals</b>			<b>603</b>	<b>100%</b>

How important is it to you to receive one invoice for internet, cable TV and/or phone service?

Answer	0%	100%	Number of Response(s)	Response Ratio
Extremely important			37	5.8 %
Somewhat important			116	18.4 %
Not important			472	75.1 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

How reliable is your internet connection?

Answer	0%	100%	Number of Response(s)	Response Ratio
Very reliable with few connection interruptions			471	75.0 %
Not very reliable with many interruptions			151	24.0 %
No Response(s)			6	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

How would you rate the speed of your internet service?

Answer	0%	100%	Number of Response(s)	Response Ratio
Poor			76	12.1 %
Acceptable			221	35.1 %
Good			222	35.3 %
Excellent			102	16.2 %
No Response(s)			7	1.1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

What is most important to you regarding your internet service? Please rank in order of preference with 1 being your highest choice.

1 = Most important

Answer	1	2	3	4	5	Number of Response(s)	Ranking Score*
Reliability						619	1.6
Speed						619	2.2
Price						619	2.6
Customer service						619	3.8
Bundled invoice						619	4.8

\*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

Do you believe internet service is an optional luxury service or a service that is a necessary 'utility' (like electricity or water service) for a citizen?

Answer	0%	100%	Number of Response(s)	Response Ratio
Luxury			40	6.3 %
Necessity			564	89.8 %
Not sure			22	3.5 %
No Response(s)			2	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

If the private sector (the phone company, cable company or other company) does not provide adequate and affordable broadband service to your home, should the city of Golden consider doing so?

Answer	0%	100%	Number of Response(s)	Response Ratio
Definitely yes			538	85.6 %
Definitely no			36	5.7 %
Not sure			53	8.4 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

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What do you think the primary role for the City of Golden should be regarding Golden resident access to Internet service? Explanation of options: 1) Do nothing. Doing nothing in this scenario leaves the market to be driven by existing incumbents and any new service provider that may wish to enter the market. Price, service options, and service build out are completely dependent on private providers. There would be no ownership or role by the City.

#### 2) Franchise

Model. This

model has the City negotiating a franchise agreement (and fee) with a private provider. The private company would build the infrastructure and provide the service. The City would receive the fee and would negotiate construction requirements, right of way access and build out requirements. This model does not have any capital financial risk to the City. There is a risk, similar to the wholesale model, in the quality and the success of the provider.

#### 3) Wholesale

Model. In this model the City builds the

infrastructure and a private company provides the service. The City and the private partner negotiate a contract whereby the City receives payment from the provider based on the number of homes that the fiber infrastructure passes. This model would require the City to build the infrastructure through bond sales or some other funding mechanism and apply the rent payments from the private company to pay off the bonds or other funding mechanism. There is a significant financial risk with this model and there is the risk of not knowing who the provider will be, quality of the provider or the success of the provider.

#### 4) Retail

Model. The City would build the entire infrastructure and operate the entire system including customer service and tech support for internet and voice service. This model would require the City to fund and support the infrastructure and services. There is a significant financial risk to this model. If subscribership did not reach an adequate level to support the services or if there are major technology changes that drive people away from fiber, the City and citizens would be accountable for paying off the funding mechanism.

Answer	0%	100%	Number of Response(s)	Response Ratio
Do nothing			57	9.0 %
Franchise Model			256	40.7 %
Wholesale Model			119	18.9 %
Retail Model			168	26.7 %
No Response(s)			28	4.4 %
<b>Totals</b>			<b>628</b>	<b>100%</b>

Please tell us which neighborhood you live in. If you are unsure, please refer to the Golden Neighborhoods map.

Answer	0%	100%	Number of Response(s)	Response Ratio
Coors Technology			2	<1 %
South Table Mountain			50	7.9 %
Welchs			26	4.1 %
Beverly Heights			56	8.9 %
Canyon View			9	1.4 %
Downtown			24	3.8 %
Eagle Ridge			73	11.6 %
Golden Hills			16	2.5 %
Golden Ridge			34	5.4 %
Government Center			1	<1 %
Mountain Ridge			50	7.9 %
North Clear Creek			25	3.9 %
North Golden			103	16.4 %
North Table Mountain			62	9.8 %
South Clear Creek/CSM			19	3.0 %
South Golden Commercial			3	<1 %
Southridge			29	4.6 %
Other			44	7.0 %
No Response(s)			2	<1 %
<b>Totals</b>			<b>628</b>	<b>100%</b>