

2014 HOT SPRINGS VILLAGE INTERNET SERVICES SURVEY



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Survey Overview

The Hot Springs Village Internet Services Survey was conducted by the Governmental Affairs Committee to collect information on Internet Service in Hot Springs Village. The information collected will help initiate action to improve the quality, speed and reliability of internet service in the Village.



Respondents

Over 400 Hot Springs Village residents responded to the 2014 Internet Services Survey.

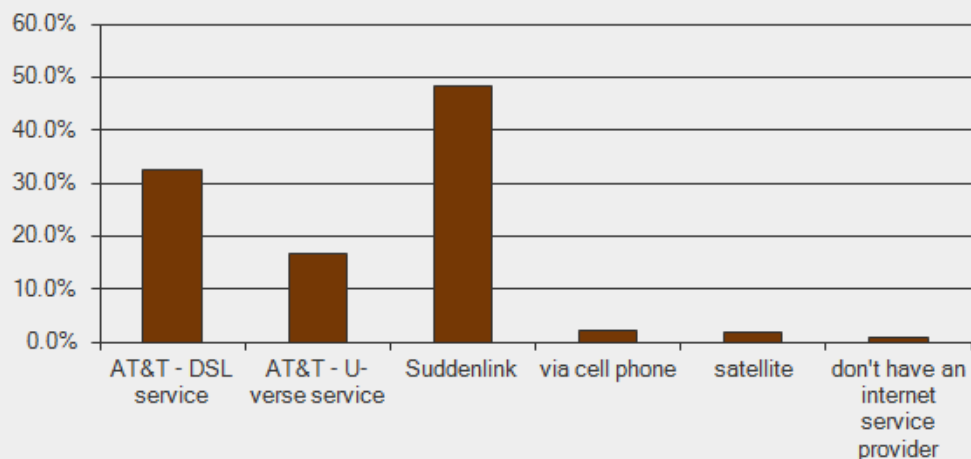
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Internet Service Providers

AT& T - DSL Service	32.4%
AT&T - U-verse Service	16.6%
Suddenlink	46.35%
Via cell phone	2.2%
Satellite	1.7%
No Service Provider	0.7%
Other	0.050%



Who is your internet service provider?

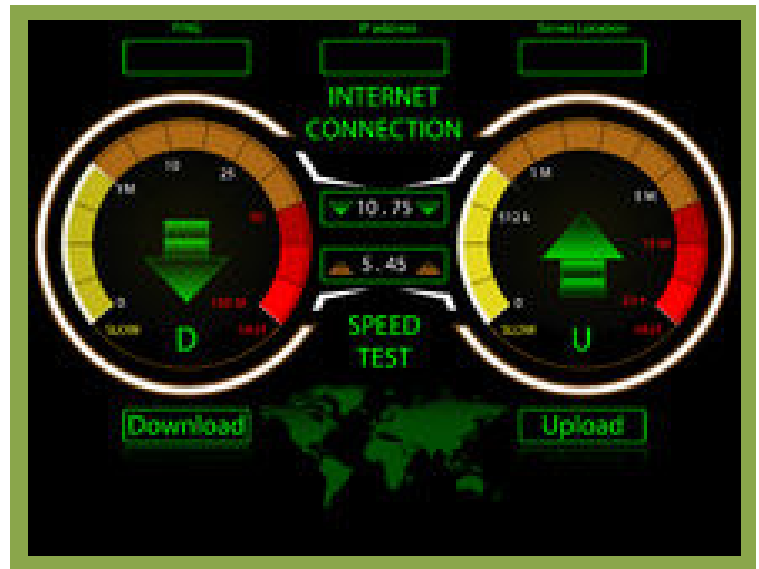


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Download/Upload Speeds

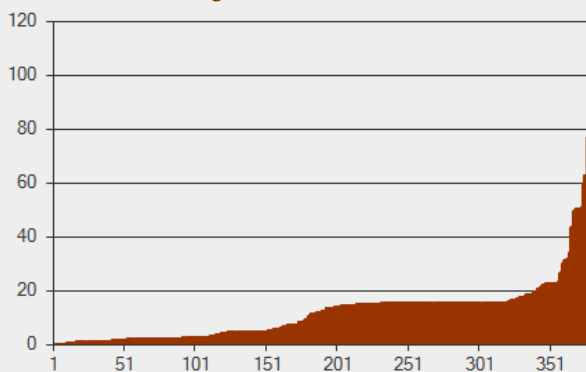
Respondents were asked to report their present internet download and upload speeds by logging onto to <http://speedtest.net> to complete an internet connection speed test.

Download Speed: 376 respondents provided download speeds ranging from .47 Mbps to 96.5 Mbps, with an overall average download speed of 11.93 Mbps.

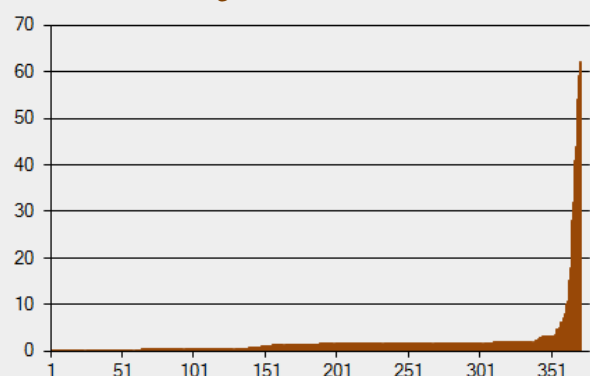


Upload Speed: 370 respondents provided upload speeds ranging from .097 Mbps to 62 Mbps, with an overall average upload speed of 2.32 Mbps.

Reported Download Speeds
Range from .47 to 96.5



Reported Upload Speeds
Range from .097 to 62



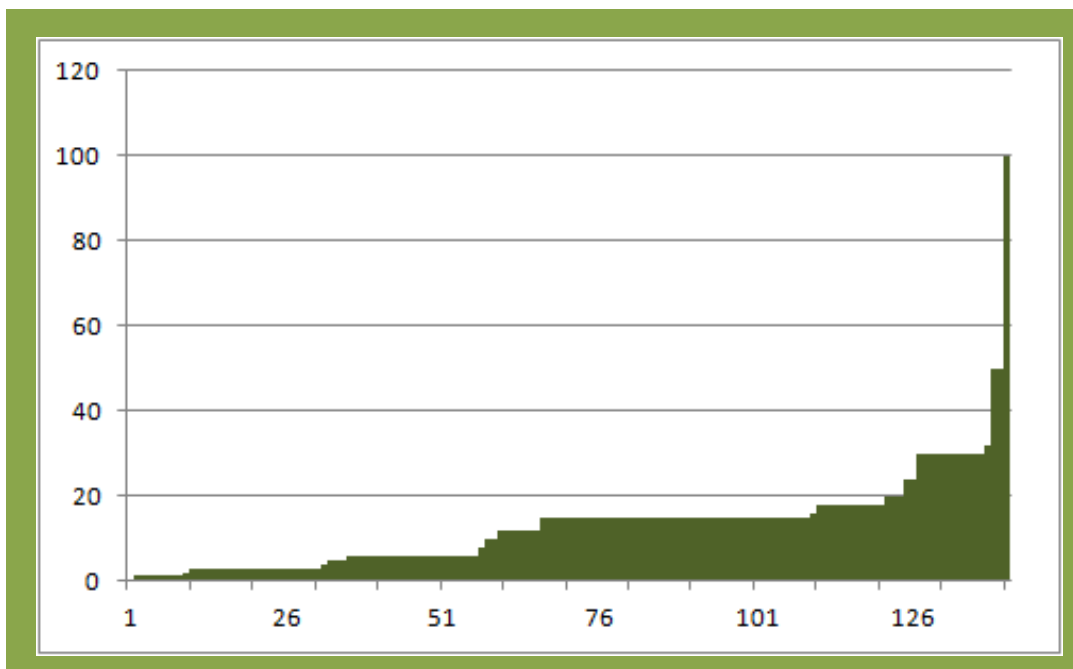
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Speed Quoted when signing up for Internet Service



When asked what speed they signed up for, 141 respondents provided answers ranging from 1.5 to 100 Mbps*

The average speed respondents reported signing up for is 13.307 Mbps*



*Assumption is download speed.

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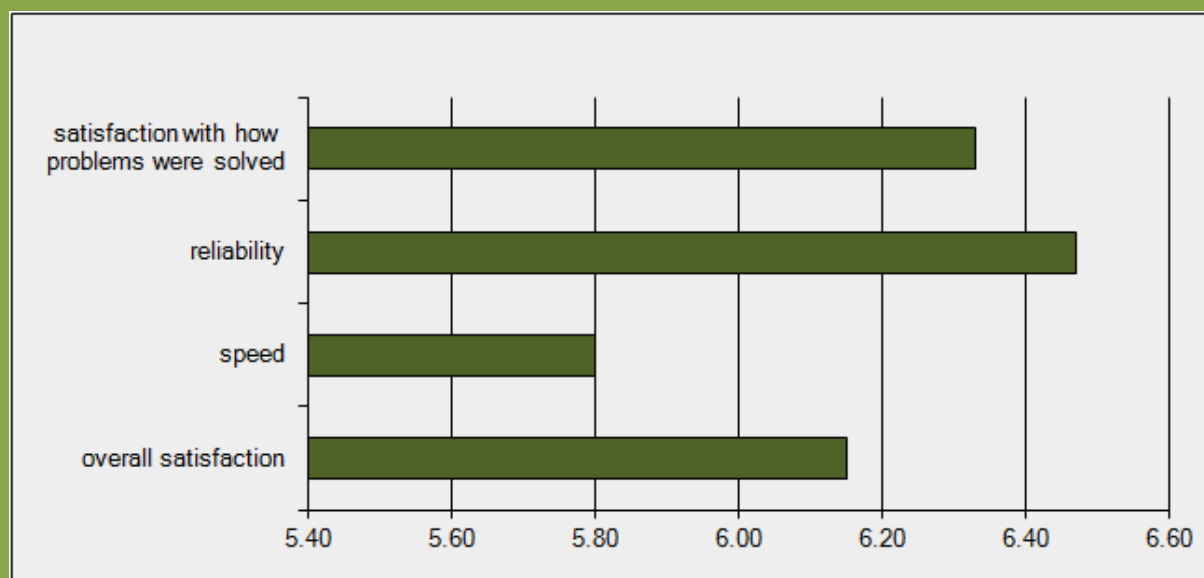
How satisfied are you with your internet service provider?

Overall Satisfaction: 12.3% of respondents reported being "Very Happy" with their overall satisfaction, while 10% reported being "Very Unsatisfied" with their overall satisfaction of their internet service. **Average Rating = 6.16**

Speed: 13.6% reported being "Very Happy" with the speed of their internet service, while 13% indicated they are "Very Unsatisfied" with the speed. **Average Rating = 5.81**

Reliability: About 18% of respondents reported being "Very Happy" with the reliability of their internet service, while 9% reported being "Very Unsatisfied" with the reliability. **Average Rating = 6.49**

Satisfaction with How Problems were Solved: 15.1% of respondents were "Very Happy" with how their internet provider solved problems, while 9% reported being "Very Unsatisfied" with how problems were solved. **Average Rating 6.34**



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Internet Usages

Communication tops the list of "how" our respondents use the internet at 99.2% followed by:

Research - 97.2%

Information, News and Weather 97.2%

Shopping - 92.2%

Finance, Banking, Stock Trades - 86.0%

Medical Contacts, Provider Services - 82.2%

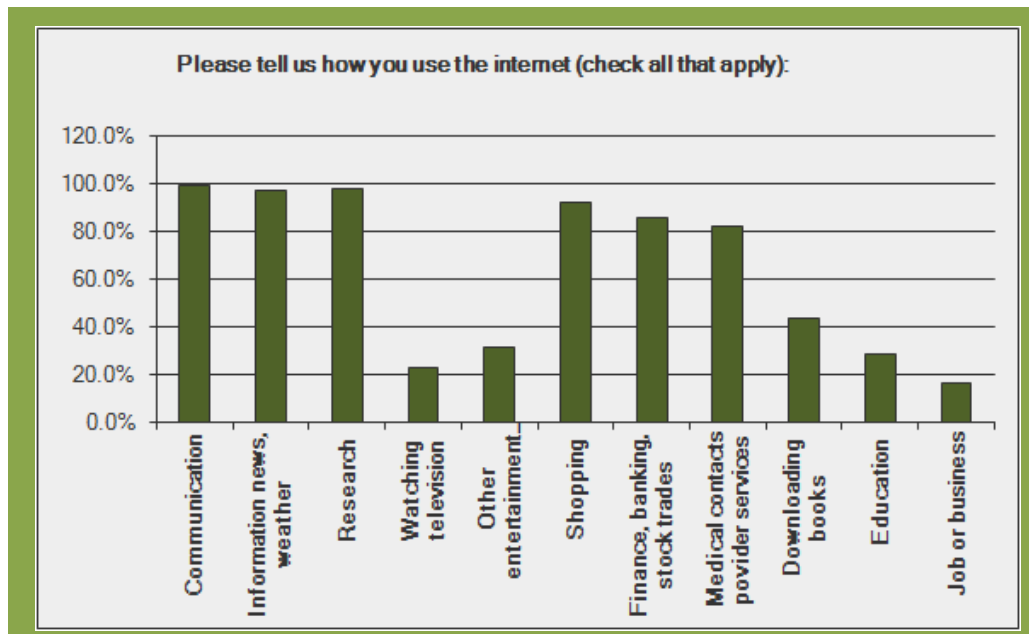
Downloading Books - 43.6%

Other Entertainment (games)- 31.3%

Education (courses, how-to) - 28.8%

Watching Television at 22.6%

Job or Business - 16.3%



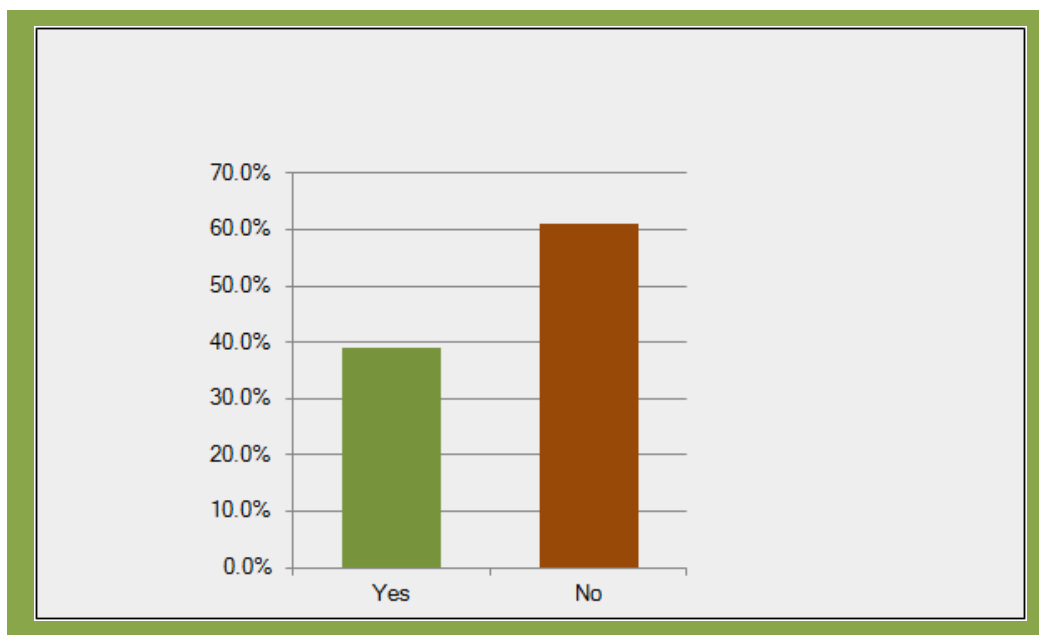
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Increased Internet Speed vs Increased Cost



Would you be willing to pay more each month to double the speed of your internet service?

Of the respondents who answered, 39% said yes, while 61% said no.



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Doubling the Speed of Internet Service

Respondents who indicated that they would be willing to pay more to increase the speed of their internet service were asked how much more they think would be a fair increase for doubling the speed of their internet service.

Of the respondents who answered this question, 47.3% said that \$5.00 would be a fair increase.

44.3% of respondents indicated that \$10.00 would be a fair increase.

8.4% of respondents said that \$25.00 would be a fair increase to double the speed of their internet service.

