



TOWN OF FAIRVIEW
2022 TECHNOLOGY SURVEY
SURVEY RESULTS



SURVEY INTRODUCTION

The intent of this survey was to help the Fairview Technology Advisory Committee better understand the technology related services being utilized by residents, quality of services, and how residents are using technology in their daily lives. Fairview residents that completed this survey provided valuable data that will enhance discussions with providers regarding potential new services, service expansions, and/or improvements to current services. Thank you to every Fairview resident that took time to participate.

- Fairview Technology Advisory Committee

Technology Advisory Committee Members

- John Adler (Chairman)
- Cody Hooper
- Chadd Jones
- Imran Khan
- Mike Mason
- Paul Myers





SURVEY PARTICIPATION

- All Fairview residents were eligible to participate in the survey, and nearly 860 households participated.
- Based on an estimated 4,500 households, the participation rate for this survey was 19%.
- A total of 709 households completed the entire survey, which equates to an 82% completion rate. This completion rate is higher than average for a survey of similar size and complexity.
- Surveys were collected over a 12-week period (February 8, 2022 – April 30, 2022).
- Survey respondents answered questions relating to the following technology related topics:
 - cable and satellite television service;
 - streaming services;
 - internet service;
 - home landline phone service;
 - cellular phone service;
 - communication tools; and
 - online services.





2022 TECHNOLOGY SURVEY QUESTIONS

Click on any question to go directly to the results for that question. Click on the Town of Fairview logo on any page to return to this list of questions.

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3	What is your level of satisfaction with your home cable or satellite television service provider's customer service and responsiveness to service issues?	3
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8	What is your level of satisfaction with your internet service provider's internet service?	8
9	What is your level of satisfaction with your internet service provider's customer service and responsiveness to service issues?	9
10	Rate the following services provided by your internet service provider. <i>i) order or establish service; ii) install, upgrade, or move service; iii) provides reliable internet connection; iv) resolve a billing issue; and v) resolve a service issue.</i>	10-11
11	Select the range in each row that most accurately reflects your internet service provider's internet connection download and upload speeds.	12



2022 TECHNOLOGY SURVEY QUESTIONS

Click on any question to go directly to the results for that question. Click on the Town of Fairview logo on any page to return to this list of questions.

#	Questions	Page(s)
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13	The following questions relate to the dependence a survey respondent has on a fast and reliable internet connection in their home: i) Does someone in your household work from home and depends on an internet connection?; and ii) Does someone in your household attend school online?	14-15
14	If a new internet service were offered in Fairview, how much influence would each of the following factors have on your decision to purchase? i) a single bill/bundle service; ii) internet connection speed; iii) price; and iv) reliability. Please rank 1 (most influential) through 4 (least influential)	16
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20	What is your level of satisfaction with your cellular phone service provider's customer service and responsiveness to service issues?	22
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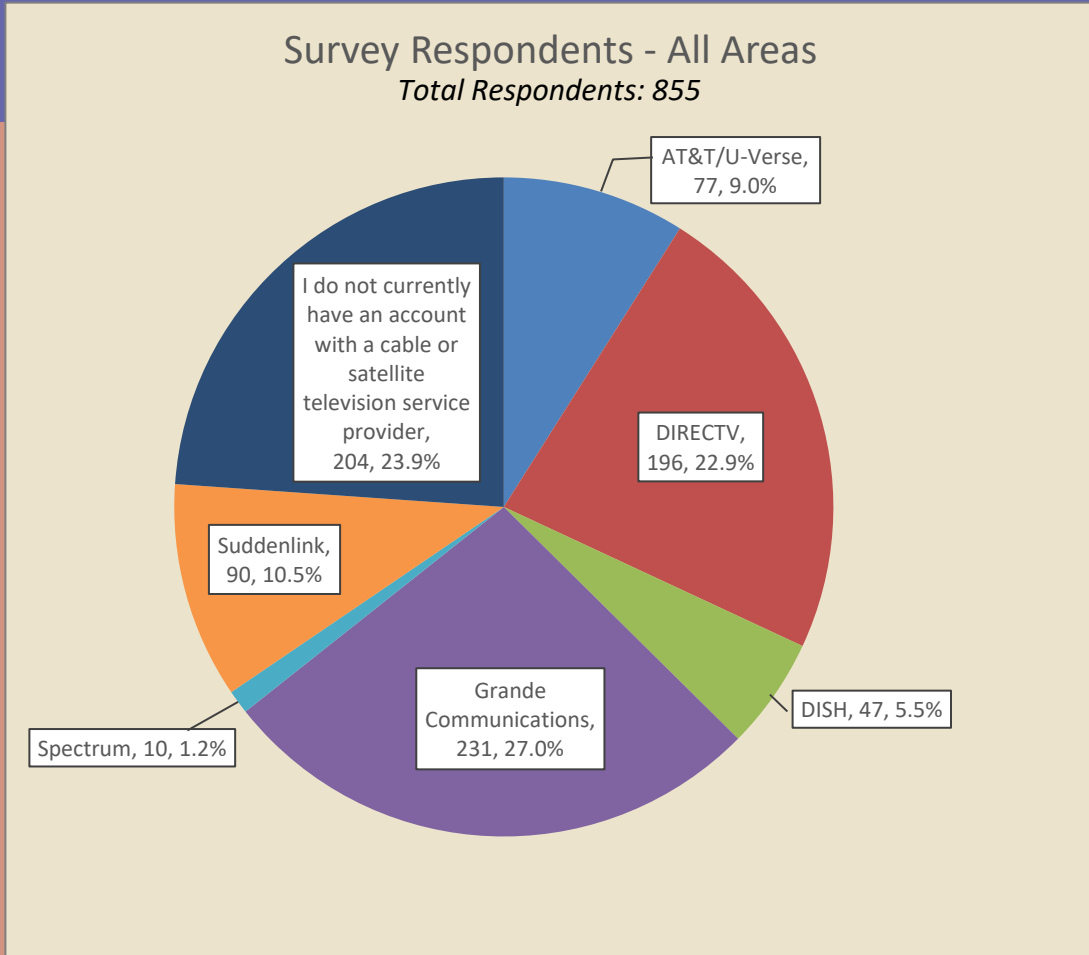
2022 TECHNOLOGY SURVEY QUESTIONS

Click on any question to go directly to the results for that question. Click on the Town of Fairview logo on any page to return to this list of questions.

#	Questions	Page(s)
<u>Communication Tools</u>		
22	How often do you use the following Town communication tools? i) <i>Town Website</i> ; ii) <i>Fairview Town News Magazine</i> ; iii) <i>Nixle Notification System (text and/or email alert subscription)</i> ; and iv) <i>News Alerts and Meeting Agendas (email subscriptions through Town website)</i>	24
<u>Online Services</u>		
23	Select Town of Fairview online services you have used.	25
24	What additional online service would you like to see the Town implement?	26
<u>Additional Information</u>		
25	Please provide any additional technology related comments and/or feedback you may have.	27
<u>Survey Respondent Information</u>		
26	Using the image below, please identify the area in Town your home is located.	28
27	How many people are in your household?	29

#1

Identify the home cable or satellite television service provider your household currently has account with.

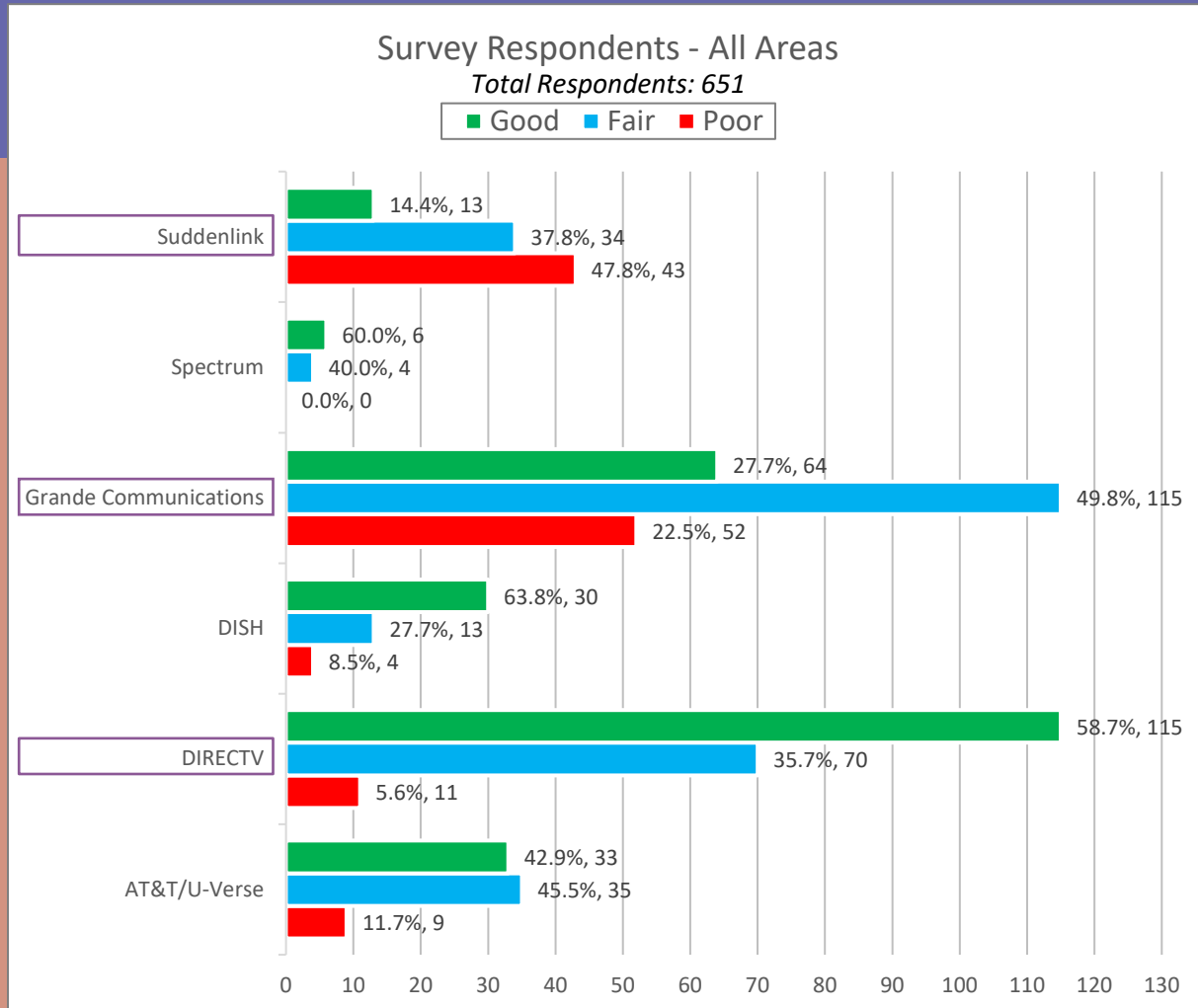


- ❖ Of the 855 respondents, 204 (23.9%) indicated that they do not currently have an account with a cable or satellite television provider.
- ❖ A majority of respondents indicated they have an account with Grande Communications (231, 27%).
- ❖ DIRECTV (196, 22.9%) is the second most utilized provider.
- ❖ Suddenlink (90, 10.5%) is the third most utilized provider.



#2

What is your level of satisfaction with your home cable or satellite television service?



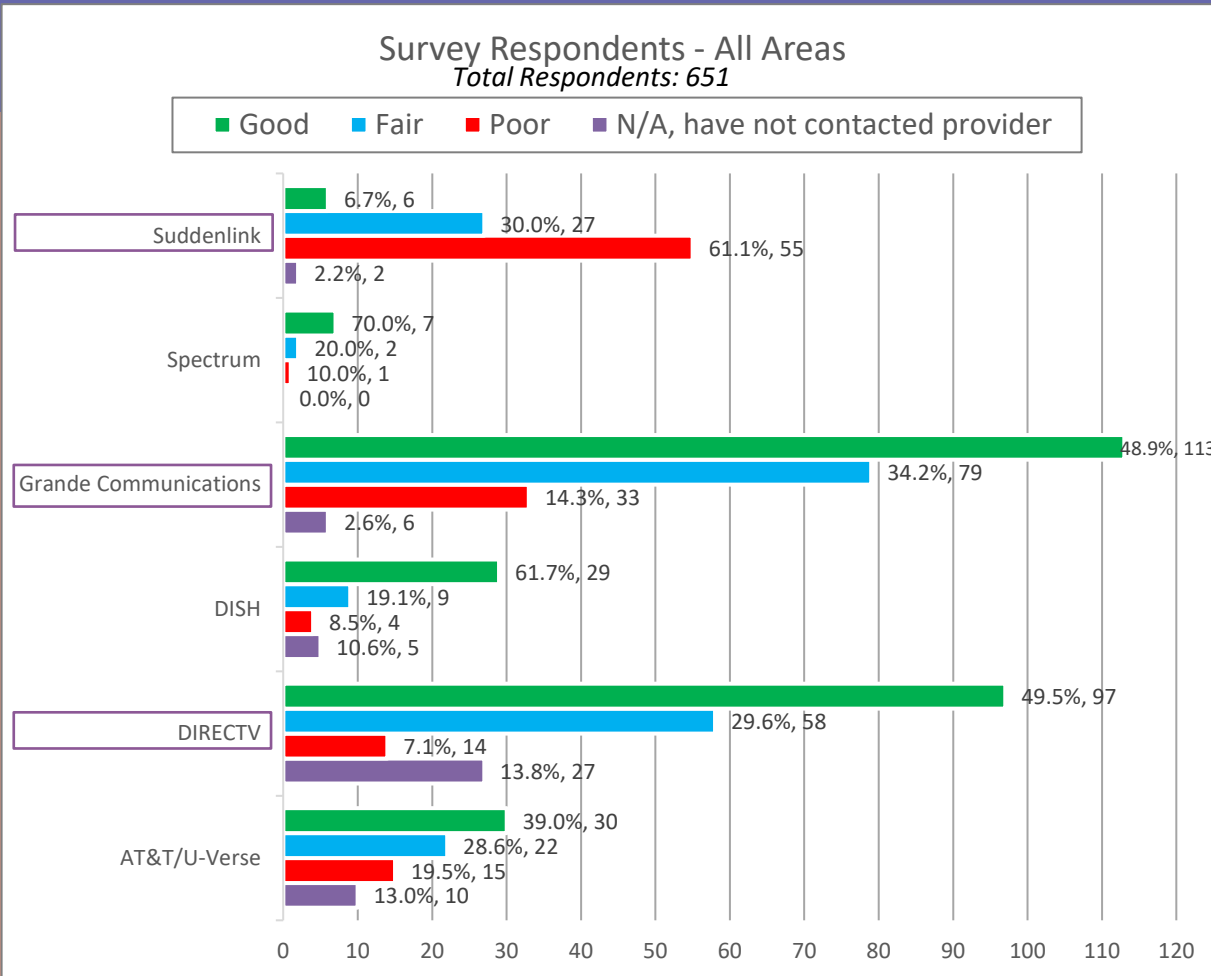
Of the top three most utilized cable and satellite television service providers:

- ❖ DIRECTV customers were most satisfied with their service.
 - 185 (94.4%) DIRECTV customers responded with a good or fair satisfaction level (Good, 115, 58.7%; Fair, 70, 35.7%).
 - DIRECTV had the lowest percentage of customers respond with a poor satisfaction level (11, 5.6%).
- ❖ Suddenlink customers were least satisfied with their service.
 - 43 (47.8%) Suddenlink customers responded with a poor satisfaction level.



#3

What is your level of satisfaction with your home cable or satellite television service provider's customer service and responsiveness to service issues?



Of the top three most utilized cable and satellite television service providers:

- ❖ DIRECTV customers were most satisfied with customer service and responsiveness to service issues.
 - 155 (79.1%) DIRECTV customers responded with a good or fair satisfaction level (Good, 97, 49.5%; Fair, 58, 29.6%).
 - DIRECTV had the highest percentage of customers respond that they have not had to contact their provider (27, 13.8%).
 - DIRECTV had the lowest percentage of customers respond with a poor satisfaction level (14, 7.1%).

- ❖ Suddenlink customers were least satisfied with customer service and responsiveness to service issues.
 - 55 (61.1%) Suddenlink customers responded with a poor satisfaction level.



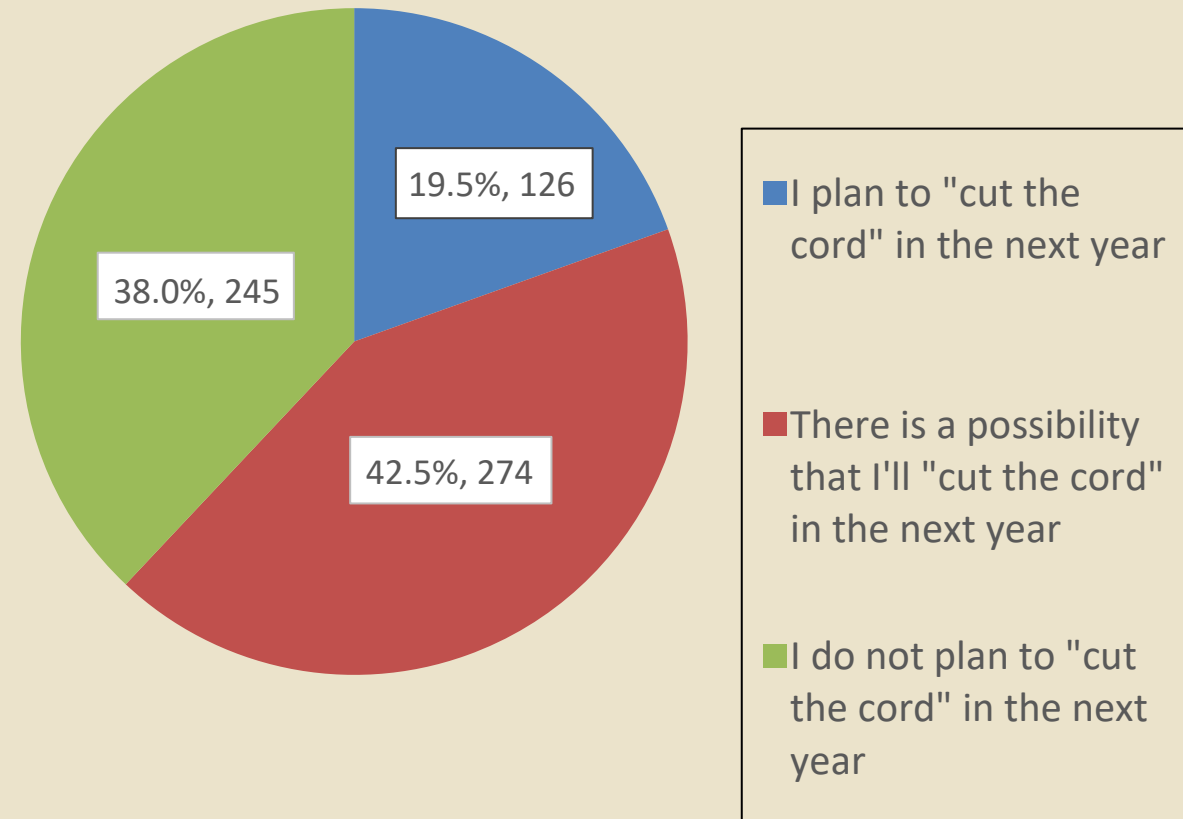
Cable/Satellite Television Services

#4

How likely are you in the next year to cancel your traditional cable and/or satellite television subscription(s) and opt to receive television programming via a different option, such as streaming service(s)?

Survey Respondents - All Areas

Total Respondents: 645



❖ A majority of respondents indicated there is a possibility they will "cut the cord" in the next year (274, 42.5%).



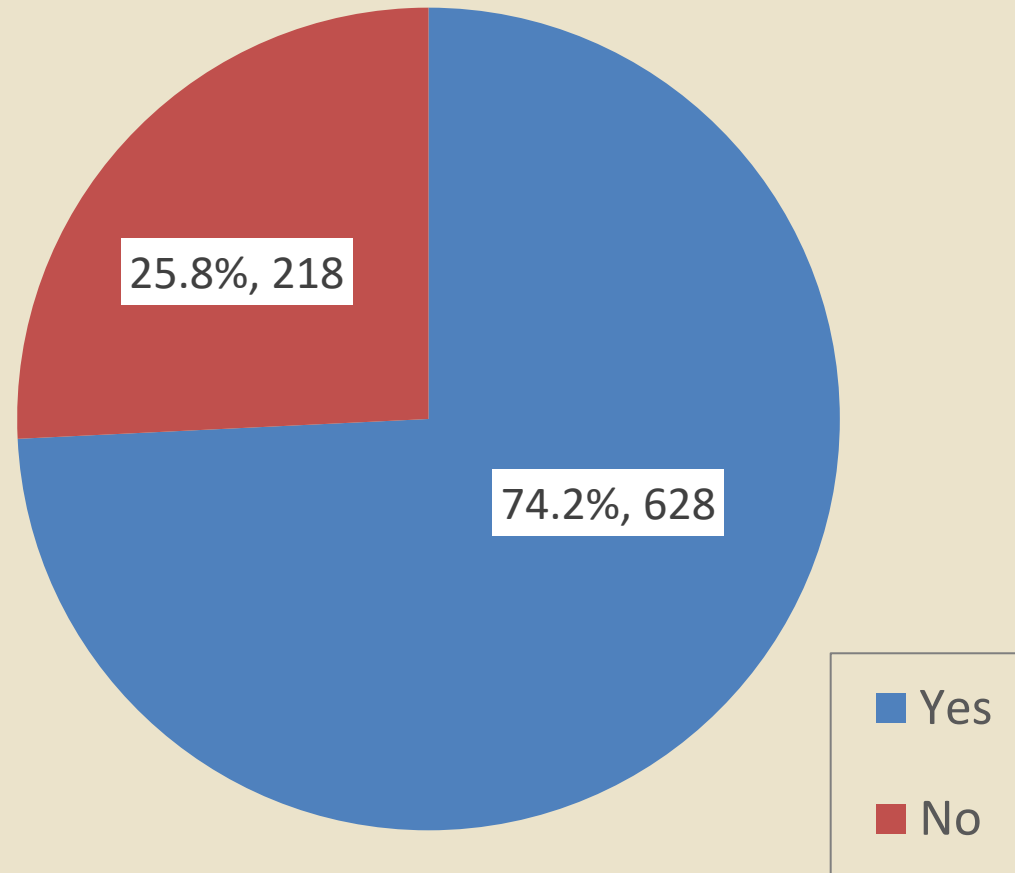
Streaming Services

#5

Do you currently subscribe to any streaming services?

Survey Respondents - All Areas

Total Respondents: 846



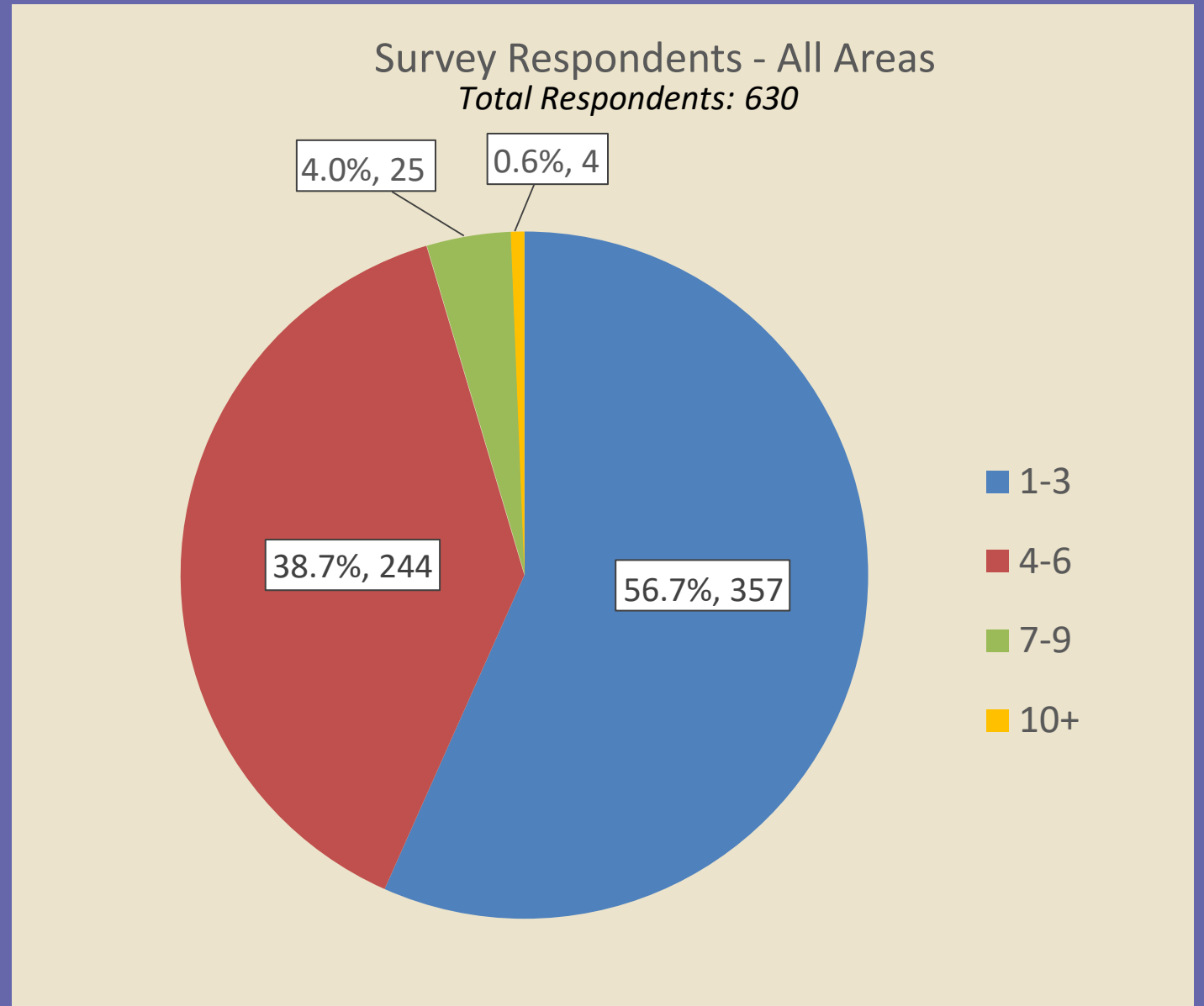
❖ A majority of respondents subscribe to streaming services (628, 74.2%).



Streaming Services

#6

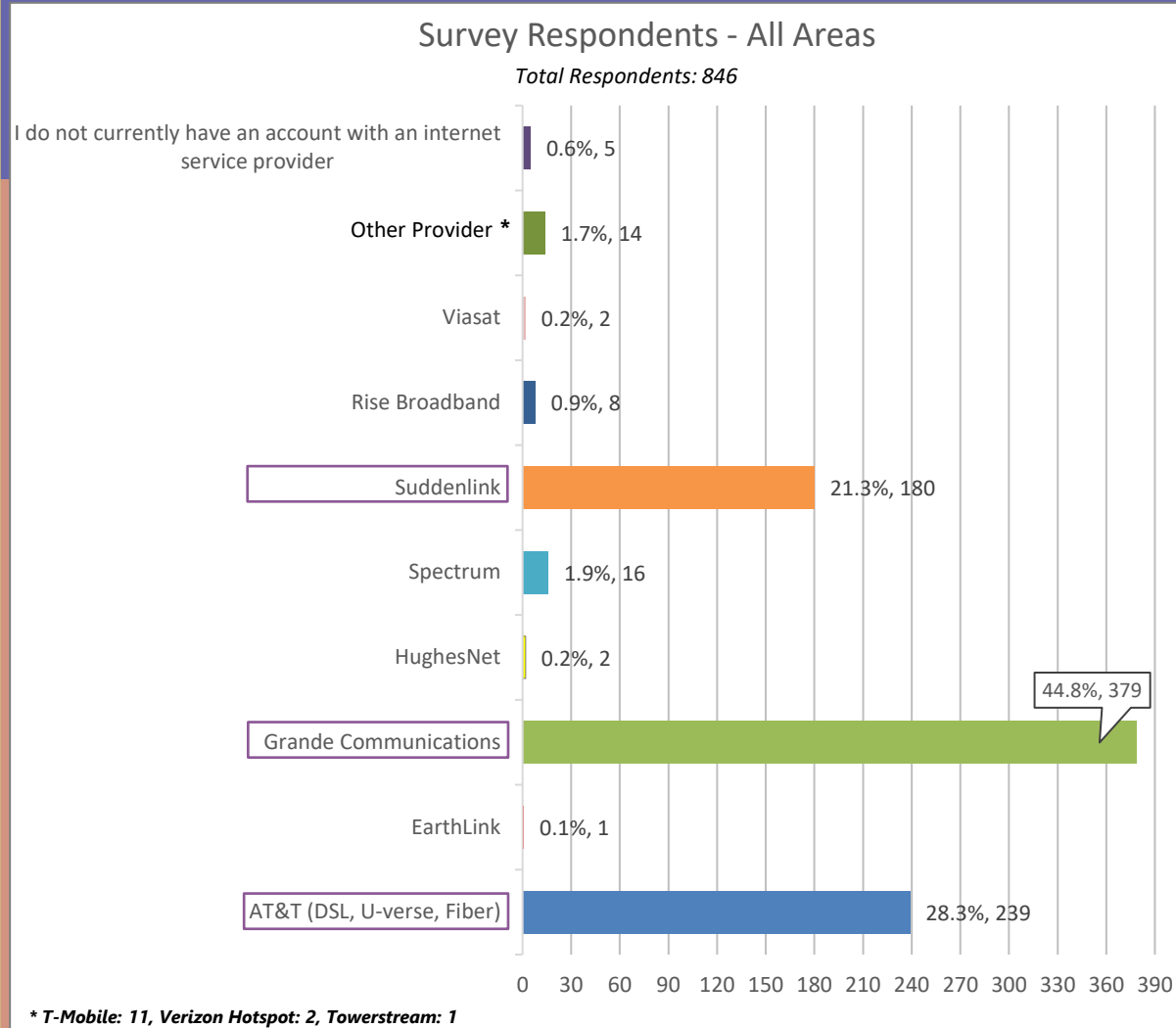
How many streaming services do you subscribe to?



❖ A majority of respondents subscribe to 1-3 streaming services (357, 56.7%).

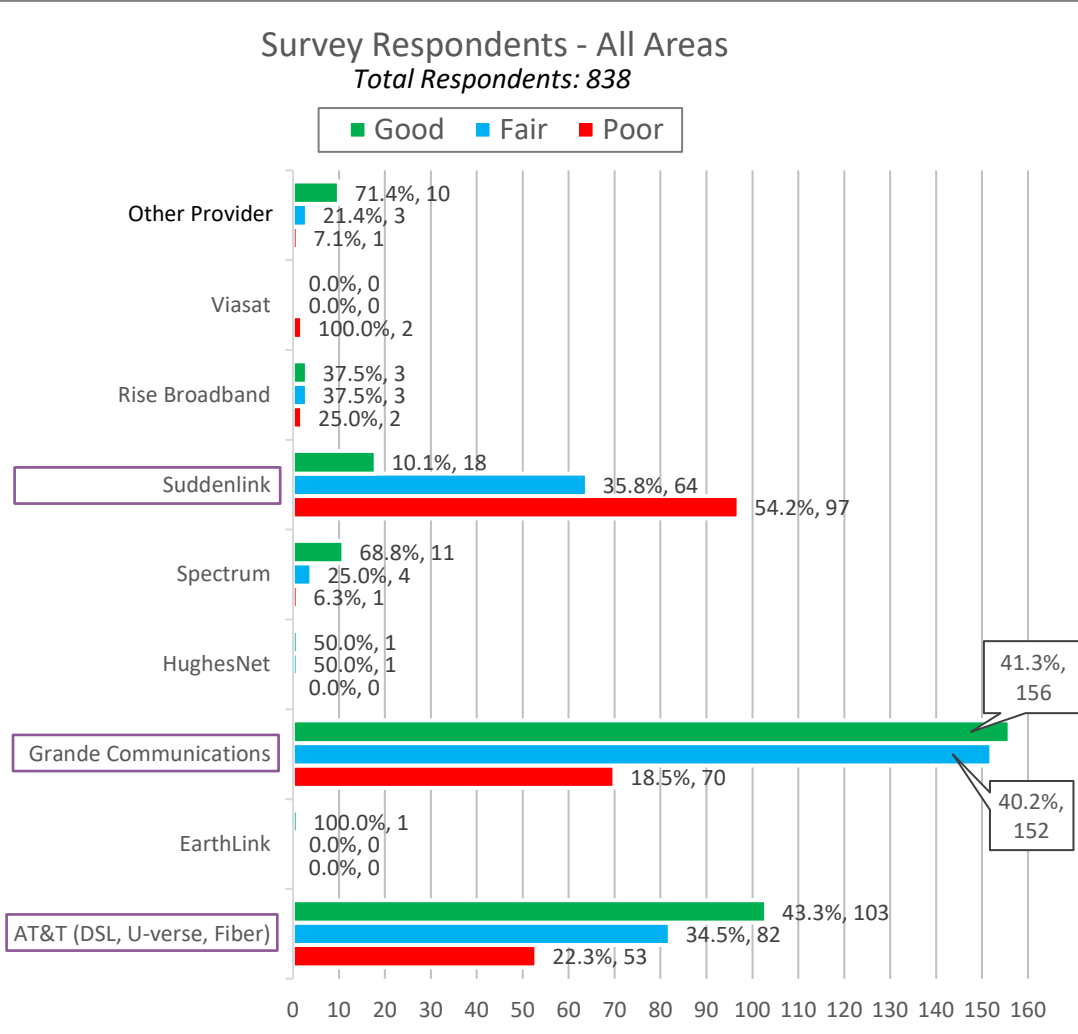


Identify the internet service provider your household currently has an account with.



- ❖ A majority of respondents indicated they have an account with Grande Communications (379, 44.8%).
- ❖ AT&T (239, 28.3%) is the second most utilized provider.
- ❖ Suddenlink (180, 21.3%) is the third most utilized provider.

What is your level of satisfaction with your internet service?

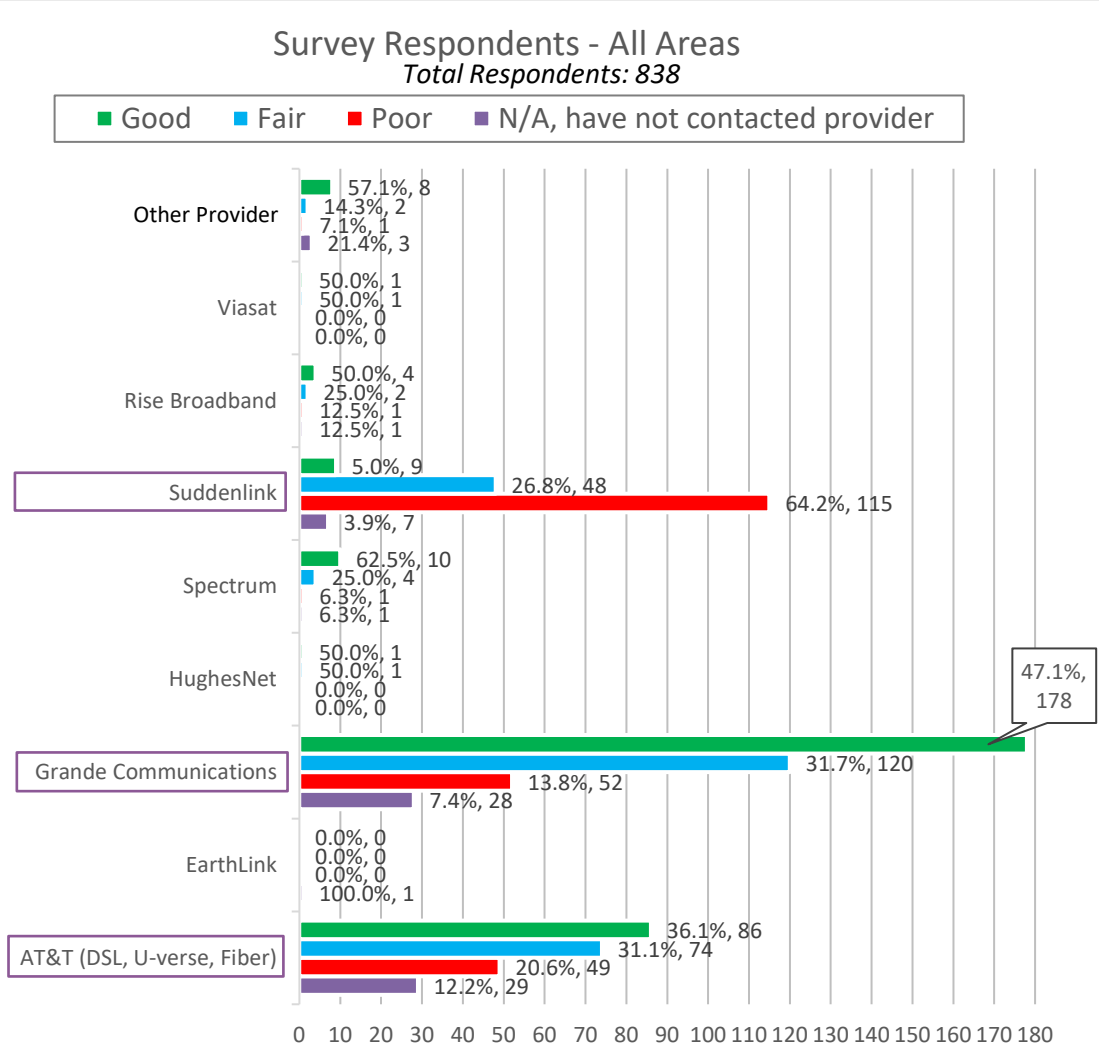


Of the top three most utilized internet service providers:

- ❖ Grande Communications customers were most satisfied with their service.
 - 308 (81.5%) Grande Communications customers responded with a good or fair satisfaction level (Good, 156, 41.3%; Fair, 152, 40.2%).
 - Grande Communications had the lowest percentage of customers respond with a poor satisfaction level (70, 18.5%).
- ❖ Suddenlink customers were least satisfied with their service.
 - 97 (54.2%) Suddenlink customers responded with a poor satisfaction level.

#9

What is your level of satisfaction with your internet service provider's customer service and responsiveness to service issues?



Of the top three most utilized internet service providers:

- ❖ Grande Communications customers were most satisfied with customer service and responsiveness to service issues.
 - 298 (78.8%) Grande Communications customers responded with a good or fair satisfaction level (Good, 178, 47.1%; Fair, 120, 31.7%).
 - Grande Communications had the lowest percentage of customers respond with a poor satisfaction level (52, 13.8%).

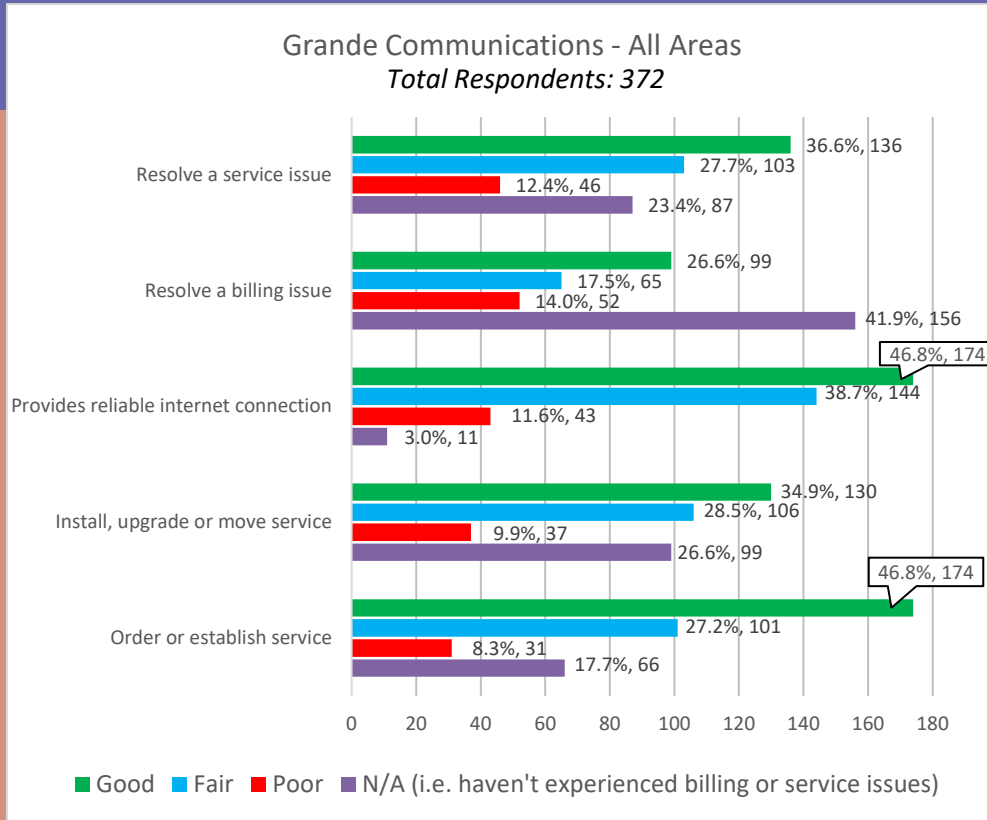
- ❖ Suddenlink customers were least satisfied with customer service and responsiveness to service issues.
 - 115 (64.2%) Suddenlink customers responded with a poor satisfaction level.

Rate the following services provided by your internet service provider.

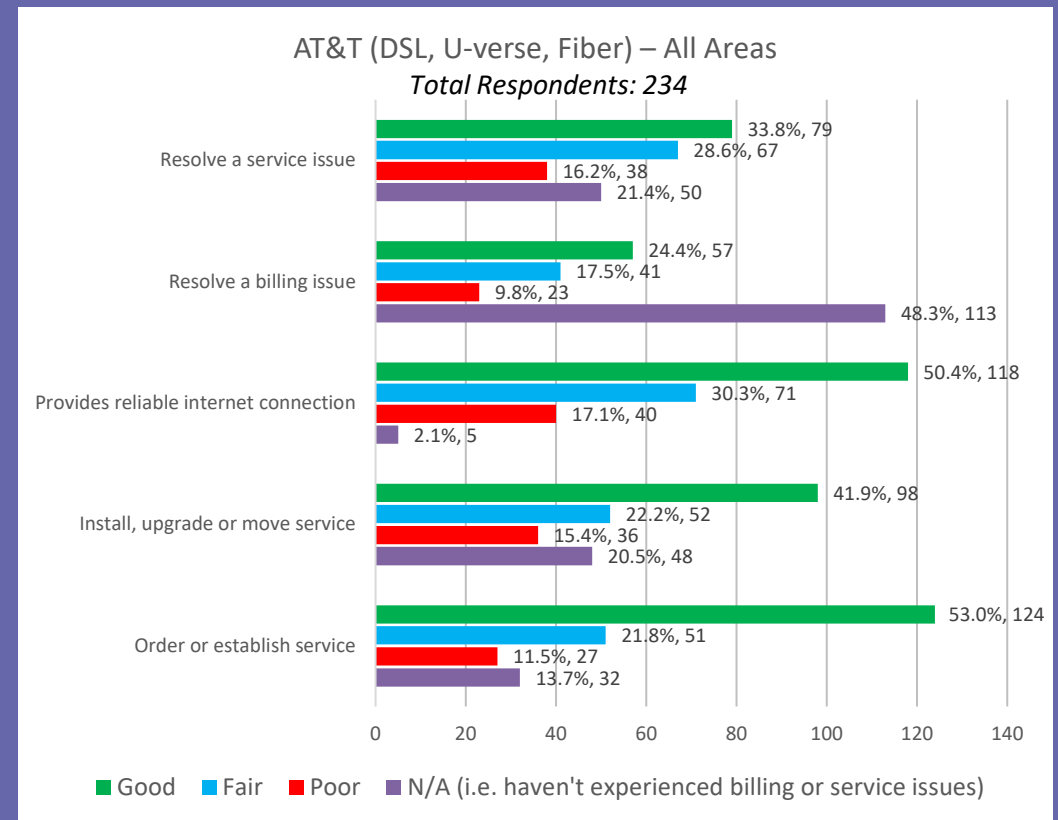


Responses for the Top Three Most Utilized Internet Service Providers

Grande Communications Customer Responses



AT&T (DSL, U-Verse, Fiber) Customer Responses



❖ In each service category Grande Communications customers believe the provider does a good job overall.

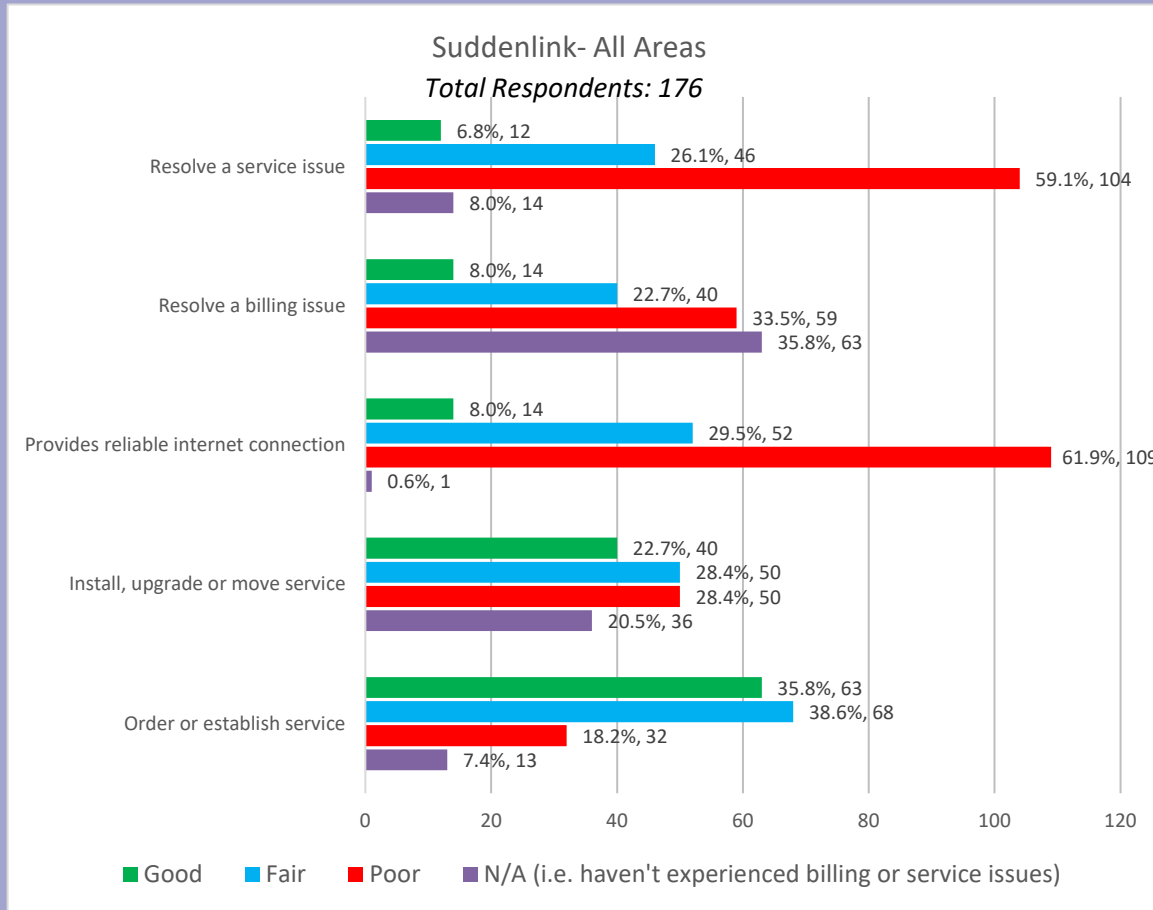
❖ In each service category AT&T customers believe the provider does a good job overall.

#10:

Rate the following services provided by your internet service provider.

Responses for the Top Three Most Utilized Internet Service Providers

Suddenlink Customer Responses



- ❖ Suddenlink customers believe the provider does a fair job in assisting individuals order and establish service.
- ❖ Suddenlink customers responded equally that the provider does a fair and poor job installing, upgrading, or moving service.
- ❖ 59 (52.2%) of the 113 Suddenlink customers that experienced billing issues responded that the provider did a poor job resolving those issues.
- ❖ Suddenlink customers believe the provider does a poor job:
 - Resolving service issues (104, 59.1%); and
 - Providing a reliable internet connection (109, 61.9%).



Select the range in each row that most accurately reflects your provider's internet connection download and upload speeds.

Download Speed (in Mbps) - All Areas

Provider	5 Mbps or less	%	5.01 Mbps to 20 Mbps	%	20.01 Mbps to 100 Mbps	%	100.01 Mbps to 500 Mbps	%	500.01 Mbps and greater	%	TOTAL Responses by Provider	%
AT&T (DSL, U-verse, Fiber)	13	6.0%	59	27.3%	86	39.8%	26	12.0%	32	14.8%	216	100.0%
EarthLink	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Grande Communications	23	7.3%	28	8.8%	116	36.6%	128	40.4%	22	6.9%	317	100.0%
HughesNet	0	0.0%	2	100.0%	0	0.0%	0	0.0%	0	0.0%	2	100.0%
Spectrum	0	0.0%	0	0.0%	5	41.7%	7	58.3%	0	0.0%	12	100.0%
Suddenlink	5	2.9%	21	12.4%	45	26.5%	83	48.8%	16	9.4%	170	100.0%
Rise Broadband	0	0.0%	2	28.6%	5	71.4%	0	0.0%	0	0.0%	7	100.0%
Viasat	1	50.0%	0	0.0%	1	50.0%	0	0.0%	0	0.0%	2	100.0%
Other Provider (provide name below)	0	0.0%	1	8.3%	6	50.0%	5	41.7%	0	0.0%	12	100.0%
TOTAL Responses by Speed	43		113		264		249		70		739	
%	5.8%		15.3%		35.7%		33.7%		9.5%		100.0%	

Upload Speed (in Mbps) - All Areas

Provider	5 Mbps or less	%	5.01 Mbps to 20 Mbps	%	20.01 Mbps to 100 Mbps	%	100.01 Mbps to 500 Mbps	%	500.01 Mbps and greater	%	TOTAL Responses by Provider	%
AT&T (DSL, U-verse, Fiber)	72	33.3%	52	24.1%	41	19.0%	22	10.2%	29	13.4%	216	100.0%
EarthLink	1	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Grande Communications	28	8.8%	68	21.5%	173	54.6%	36	11.4%	12	3.8%	317	100.0%
HughesNet	1	50.0%	1	50.0%	0	0.0%	0	0.0%	0	0.0%	2	100.0%
Spectrum	0	0.0%	5	41.7%	4	33.3%	3	25.0%	0	0.0%	12	100.0%
Suddenlink	23	13.5%	80	47.1%	56	32.9%	8	4.7%	3	1.8%	170	100.0%
Rise Broadband	4	57.1%	3	42.9%	0	0.0%	0	0.0%	0	0.0%	7	100.0%
Viasat	2	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	100.0%
Other Provider (provide name below)	2	16.7%	5	41.7%	5	41.7%	0	0.0%	0	0.0%	12	100.0%
TOTAL Responses by Speed	133		214		279		69		44		739	
TOTAL %	18.0%		29.0%		37.8%		9.3%		6.0%		100.0%	

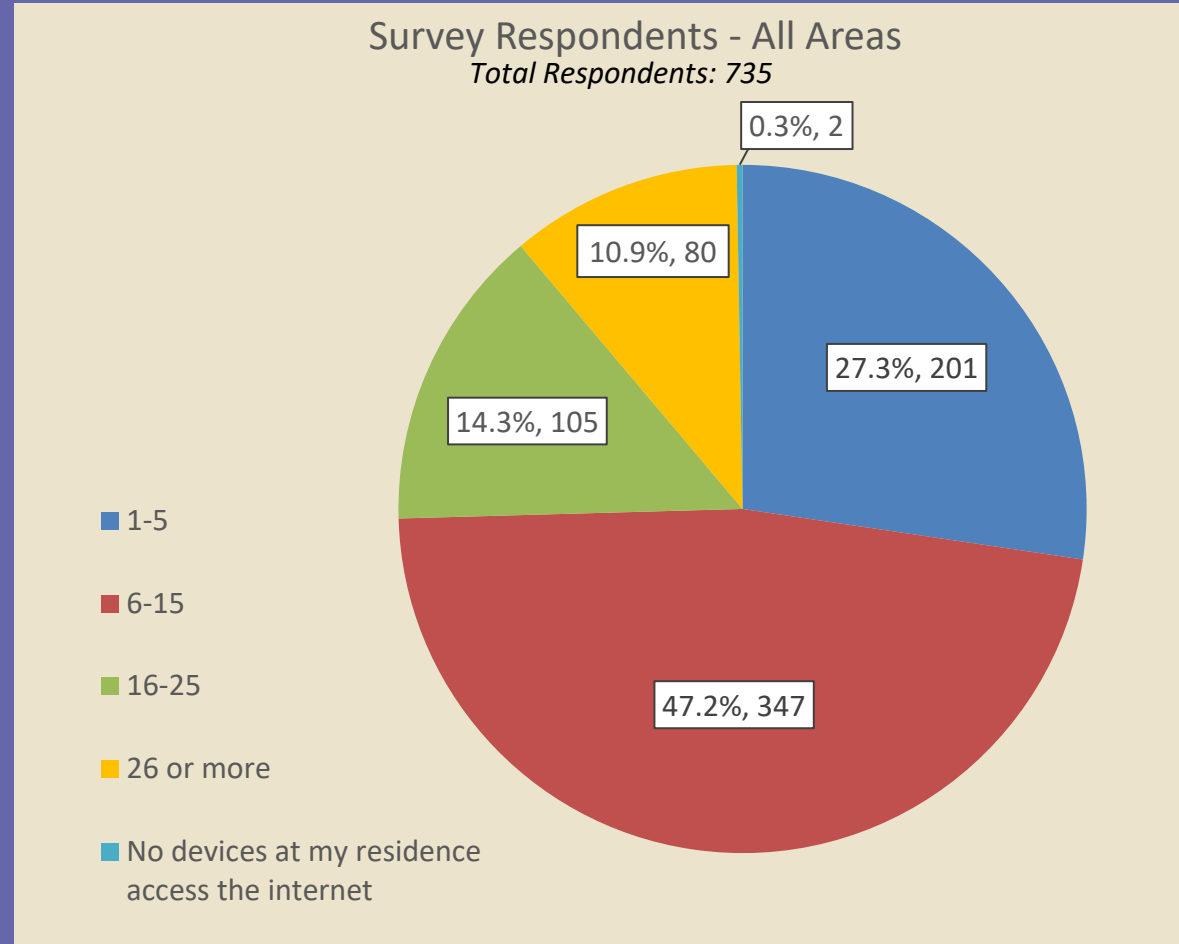
❖ 583 (78.9%) respondents have a download speed greater than 20.01 Mbps, and 392 (53.1%) respondents have an upload speed greater than 20.01 Mbps.



Internet Service - Demand and Dependence

#12

How many devices at your residence access the internet? (e.g., thermostats, security system, doorbell camera, appliances, smart tv's, smart speakers, cell phones, tablets, computers, garage door opener, etc.)



❖ A majority of respondents have 6-15 devices that access the internet (347, 47.2%).

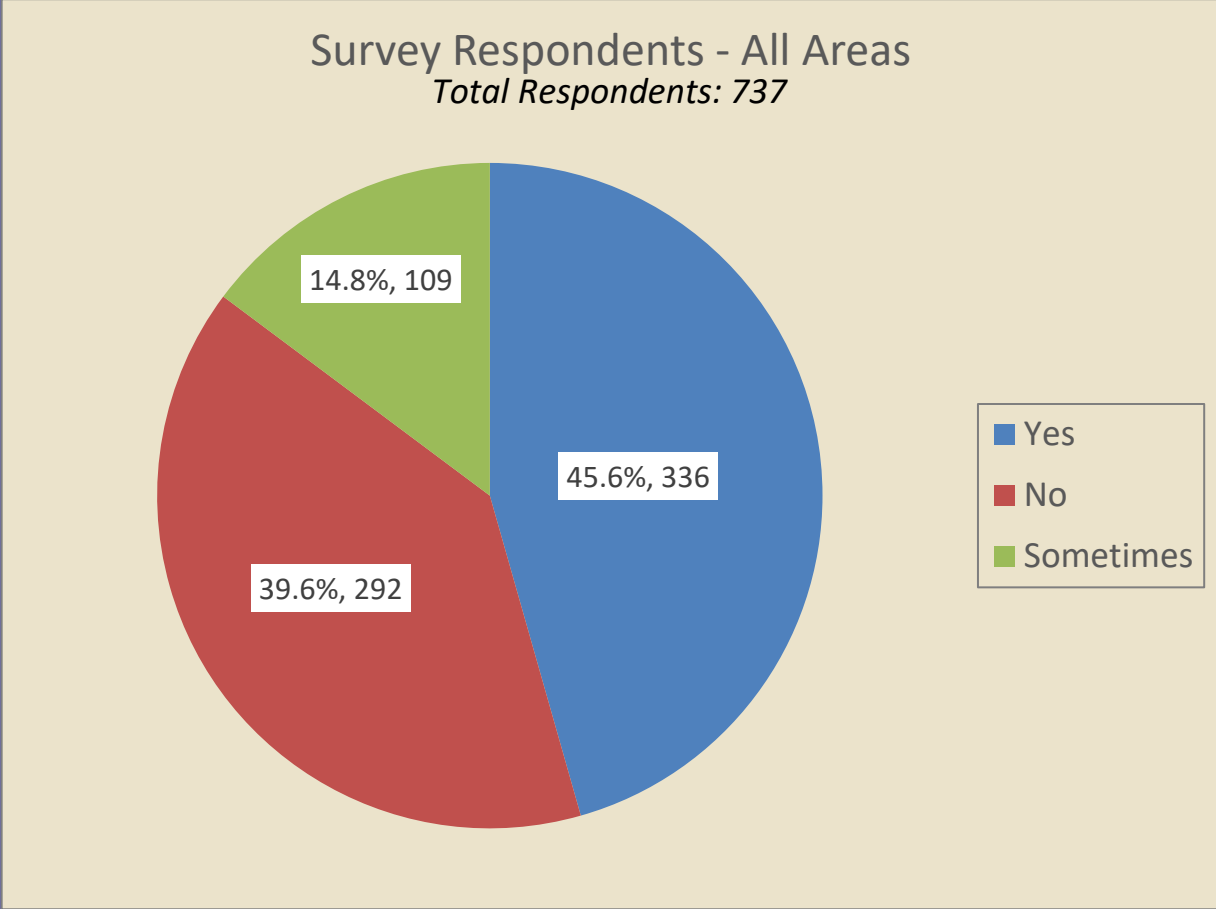


Internet Service - Demand and Dependence

#13

The following questions relate to the dependence a survey respondent has on a fast and reliable internet connection in their home.

Does someone in your household work from home and depends on an internet connection?



❖ A majority of respondents indicated that someone in their household works from home and depends on an internet connection (336, 45.6%).

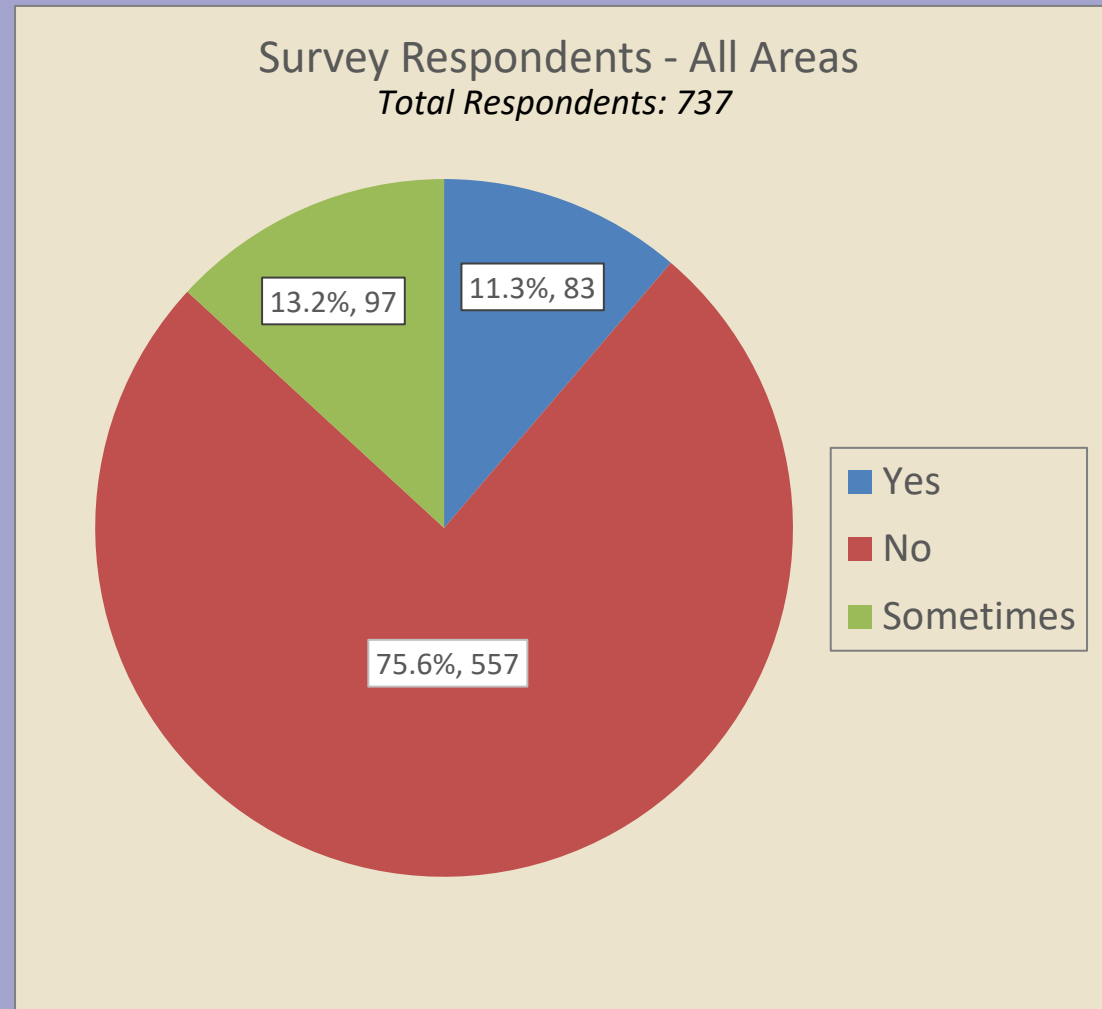


Internet Service - Demand and Dependence

#13:

The following questions relate to the dependence a survey respondent has on a fast and reliable internet connection in their home.

Does someone in your household attend school online?

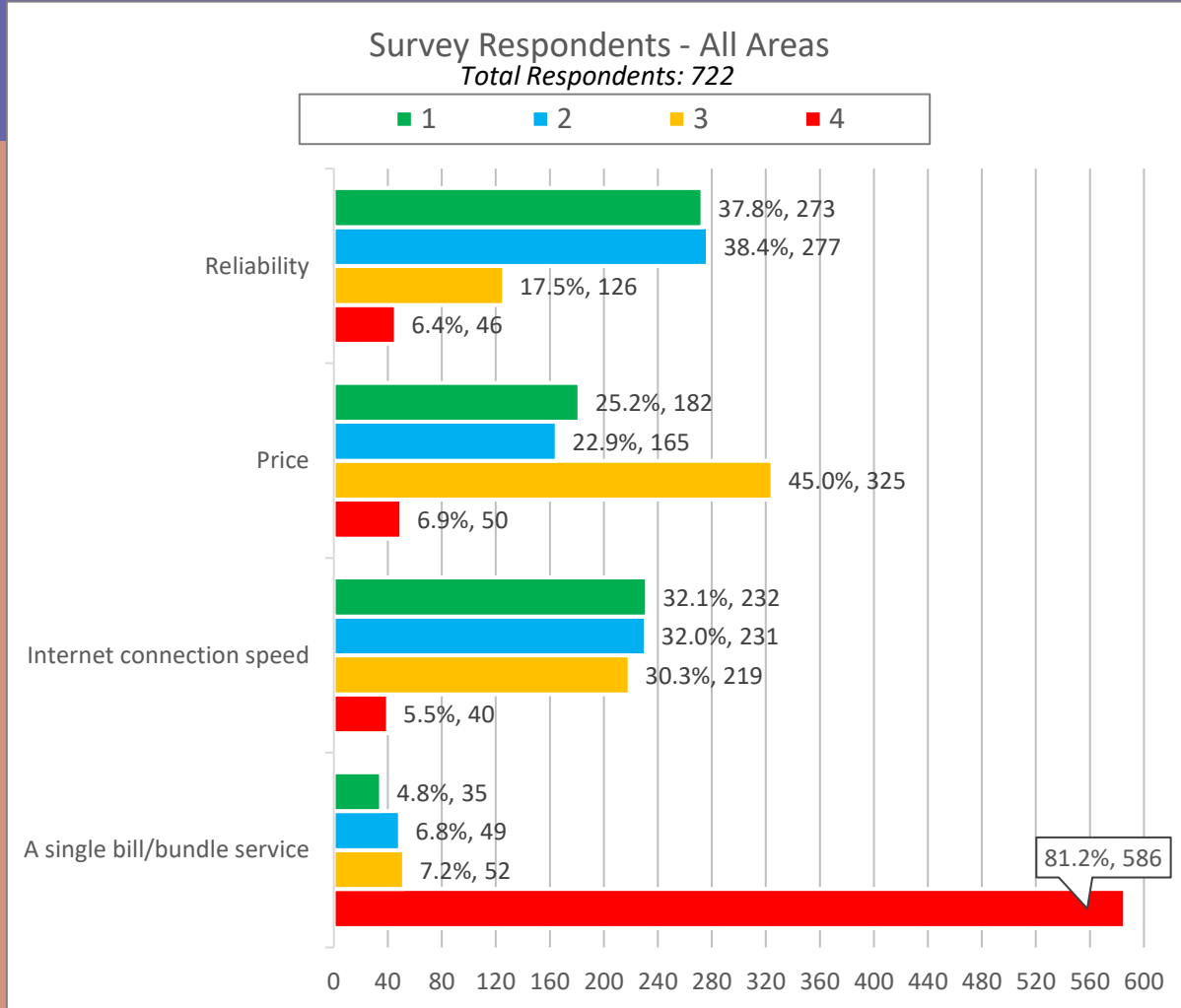


❖ A majority of respondents indicated that someone in their household does not attend school online (557, 75.6%).



#14

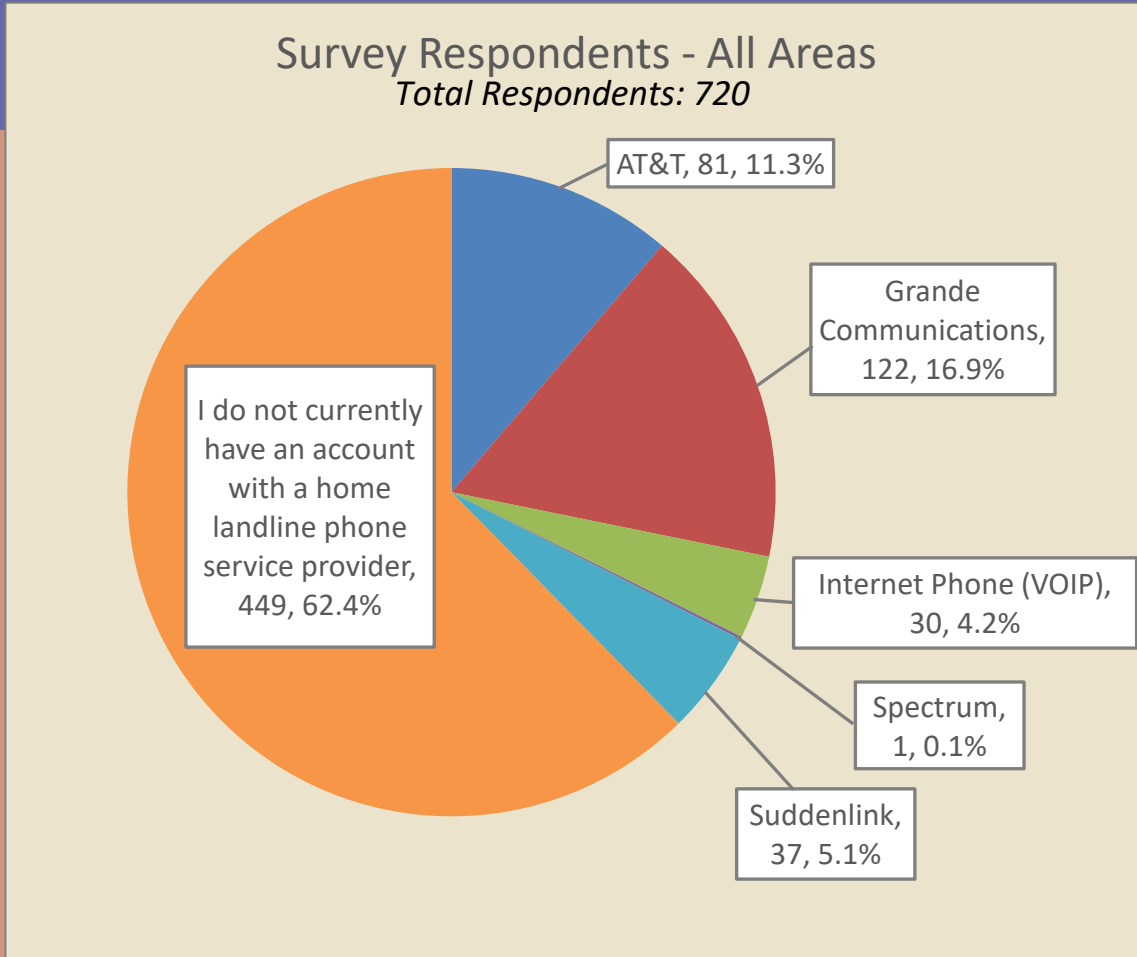
If a new internet service were offered in Fairview, how much influence would each of the following factors have on your decision to purchase? Please rank 1 (most influential) through 4 (least influential).



- ❖ **Rank 1 (most influential):** Internet connection speed
- ❖ **Rank 2:** Reliability
- ❖ **Rank 3:** Price
- ❖ **Rank 4 (least influential):** A single bill/bundle service

#15

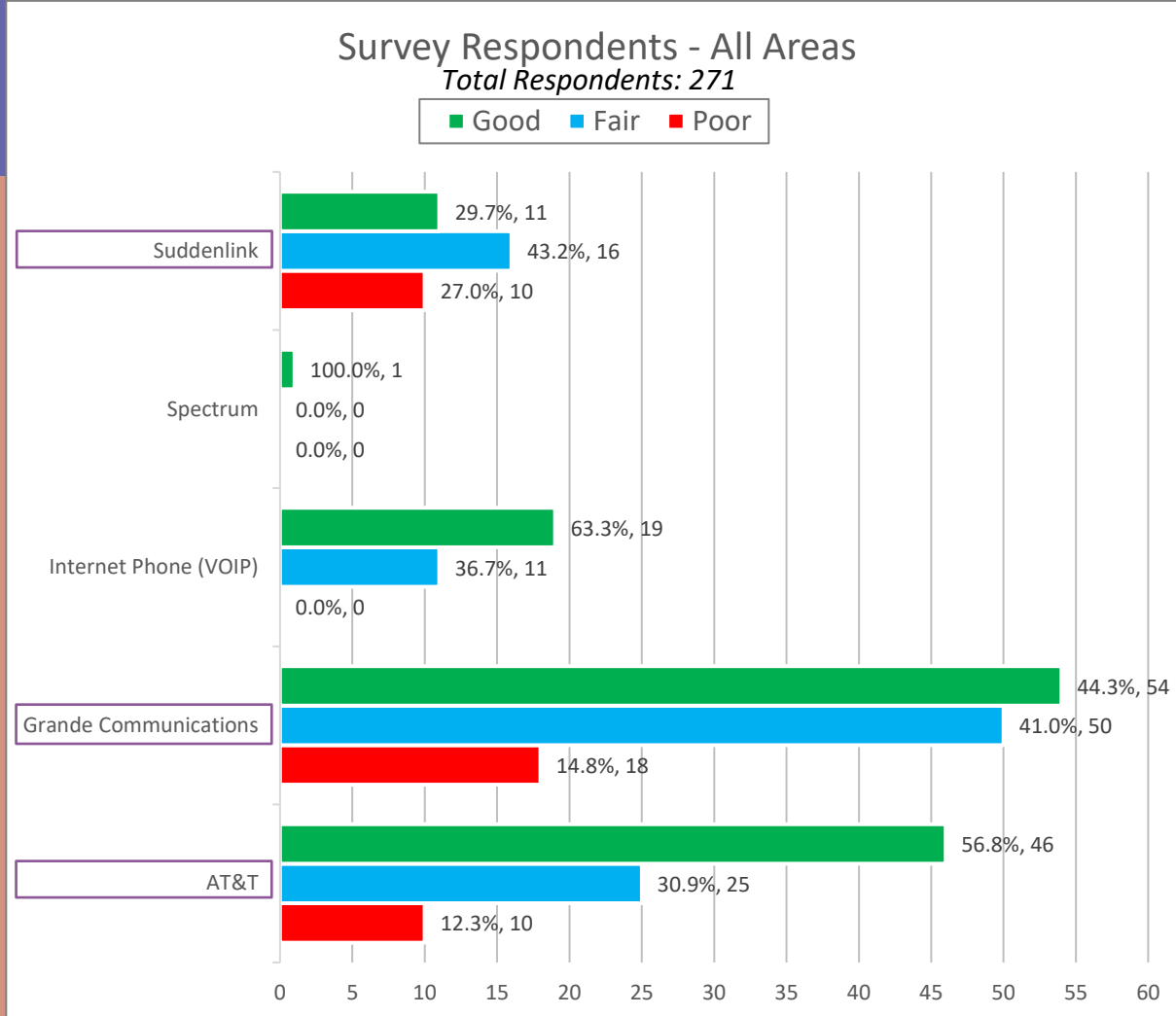
Identify the home landline phone service provider your household currently has an account with.



- ❖ Of the 720 respondents, 449 (62.4%) indicated that they do not currently have an account with a home landline phone service provider.
- ❖ A majority of respondents with a home landline phone service account have an account with Grande Communications (122, 16.9%).
- ❖ AT&T (81, 11.3%) is the second most utilized provider.
- ❖ Suddenlink (37, 5.1%) is the third most utilized provider.

#16

What is your level of satisfaction with your provider's home landline phone service?

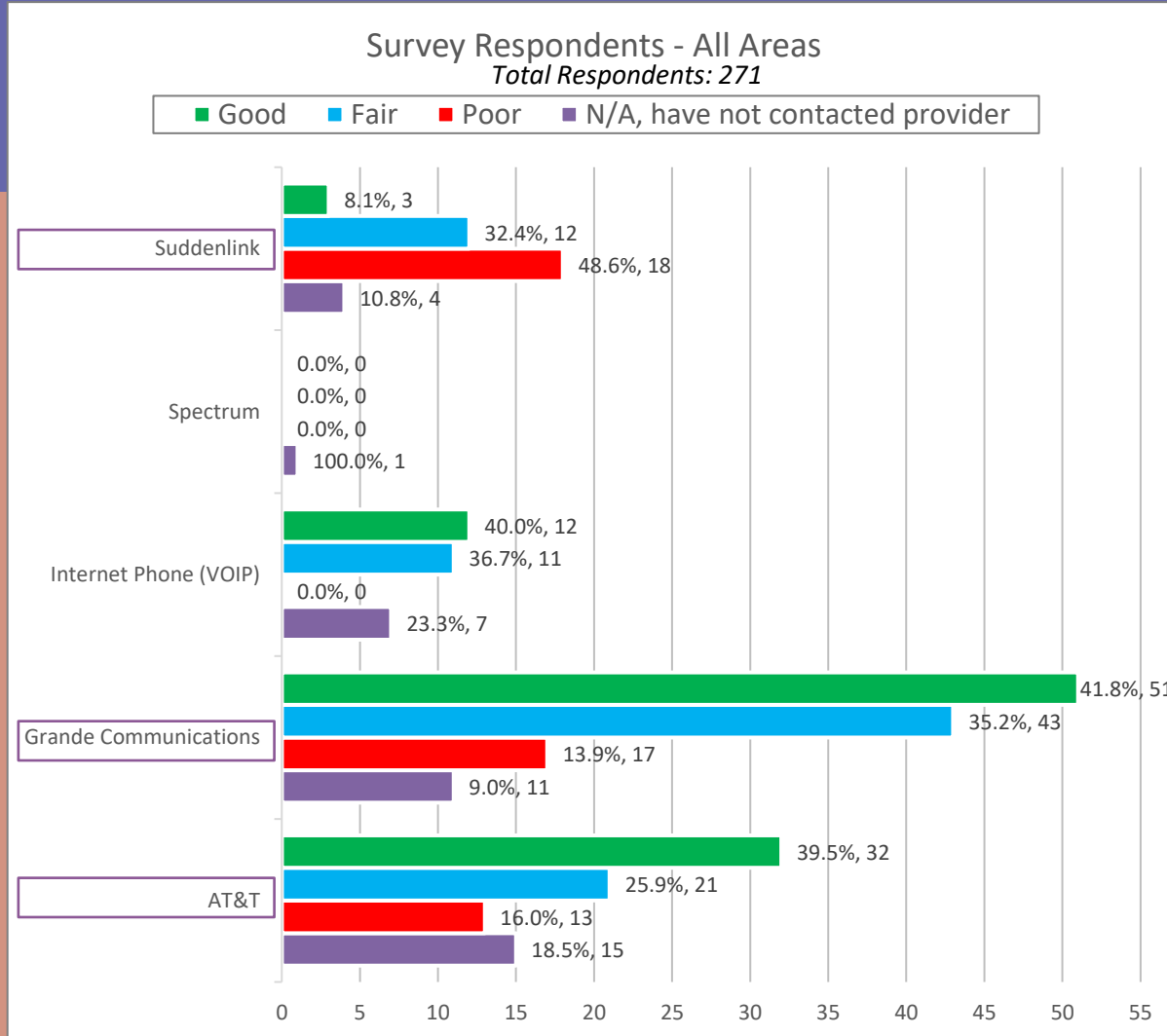


Of the top three most utilized home landline service providers:

- ❖ AT&T customers were most satisfied with their service.
 - 71 (87.7%) AT&T customers responded with a good or fair satisfaction level (Good, 46, 56.8%; Fair, 25, 30.9%).
 - AT&T had the lowest percentage of customers respond with a poor satisfaction level (70, 18.5%).
- ❖ Suddenlink customers were least satisfied with their service.
 - 10 (27%) Suddenlink customers responded with a poor satisfaction level.

#17

What is your level of satisfaction with your provider's customer service and responsiveness to service issues?

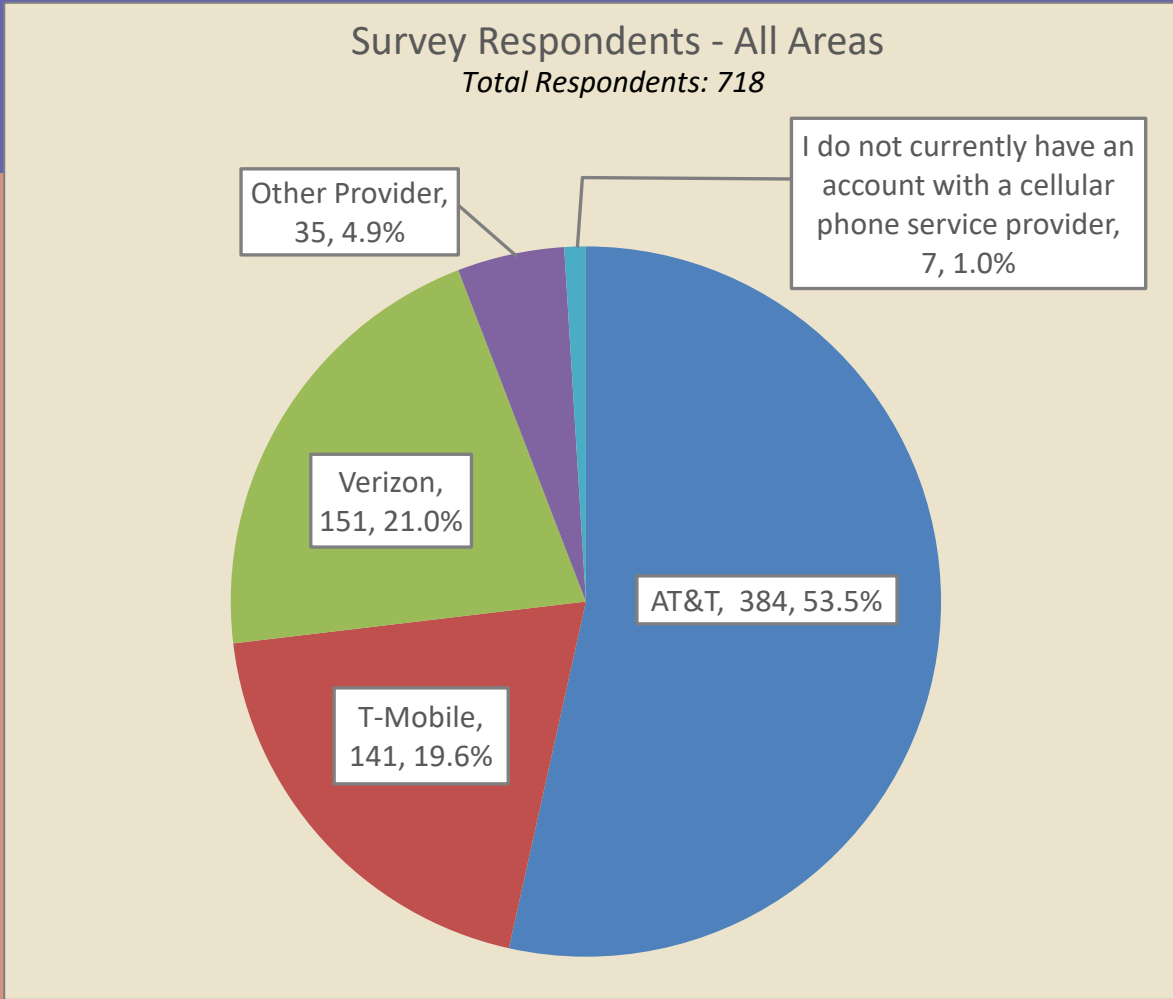


Of the top three most utilized home landline service providers:

- ❖ Grande Communications customers were most satisfied with customer service and responsiveness to service issues.
 - 94 (77%) Grande Communications customers responded with a good or fair satisfaction level (Good, 51, 41.8%; Fair, 43, 35.2%).
 - Grande Communications had the lowest percentage of customers respond with a poor satisfaction level (17, 13.9%).
- ❖ Suddenlink customers were least satisfied with customer service and responsiveness to service issues.
 - 18 (48.6%) Suddenlink customers responded with a poor satisfaction level.

#18

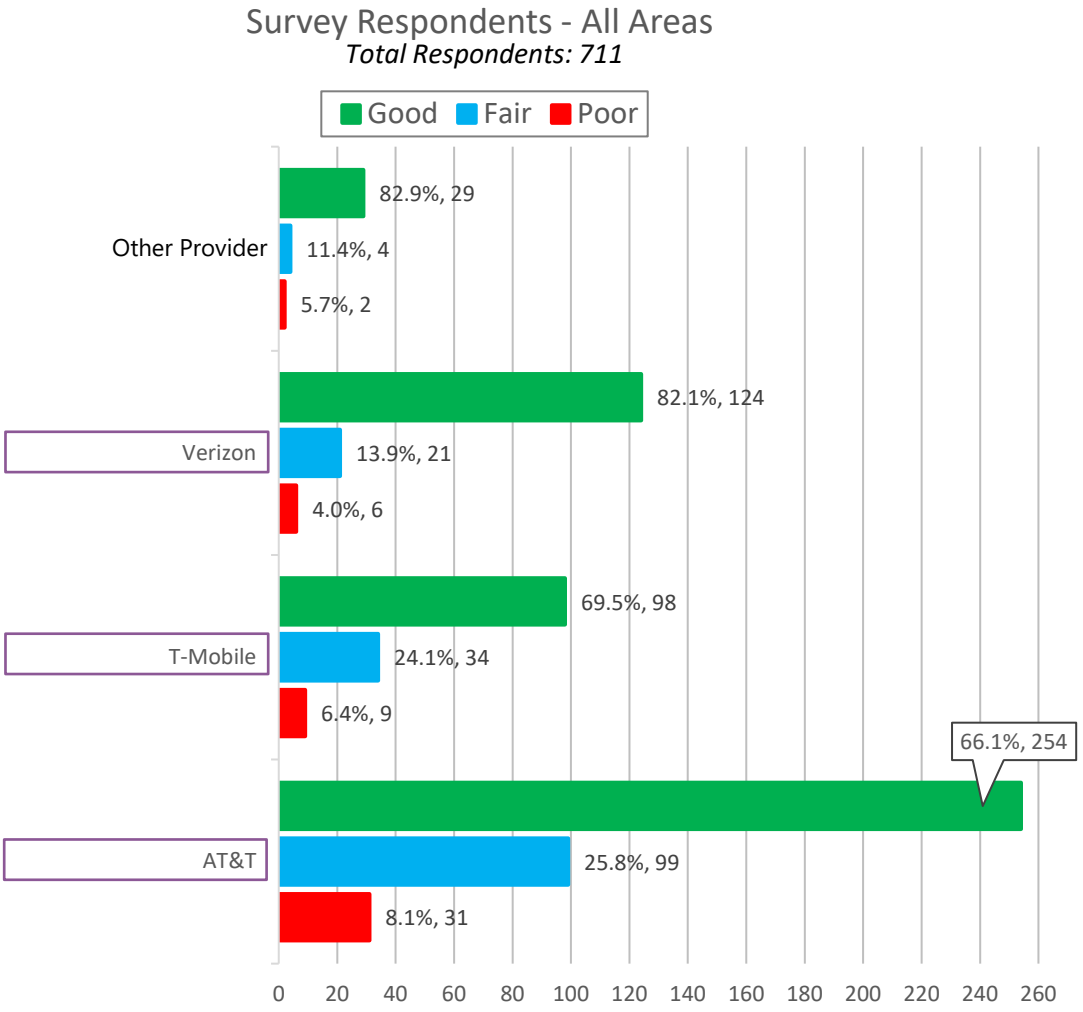
Identify the cellular phone service provider your household currently has an account with.



- ❖ A majority of respondents with a cellular phone service account have an account with AT&T (384, 53.5%).
- ❖ Verizon (151, 21%) is the second most utilized provider.
- ❖ T-Mobile (141, 19.6%) is the third most utilized provider.

#19

What is your level of satisfaction with your cellular phone service?

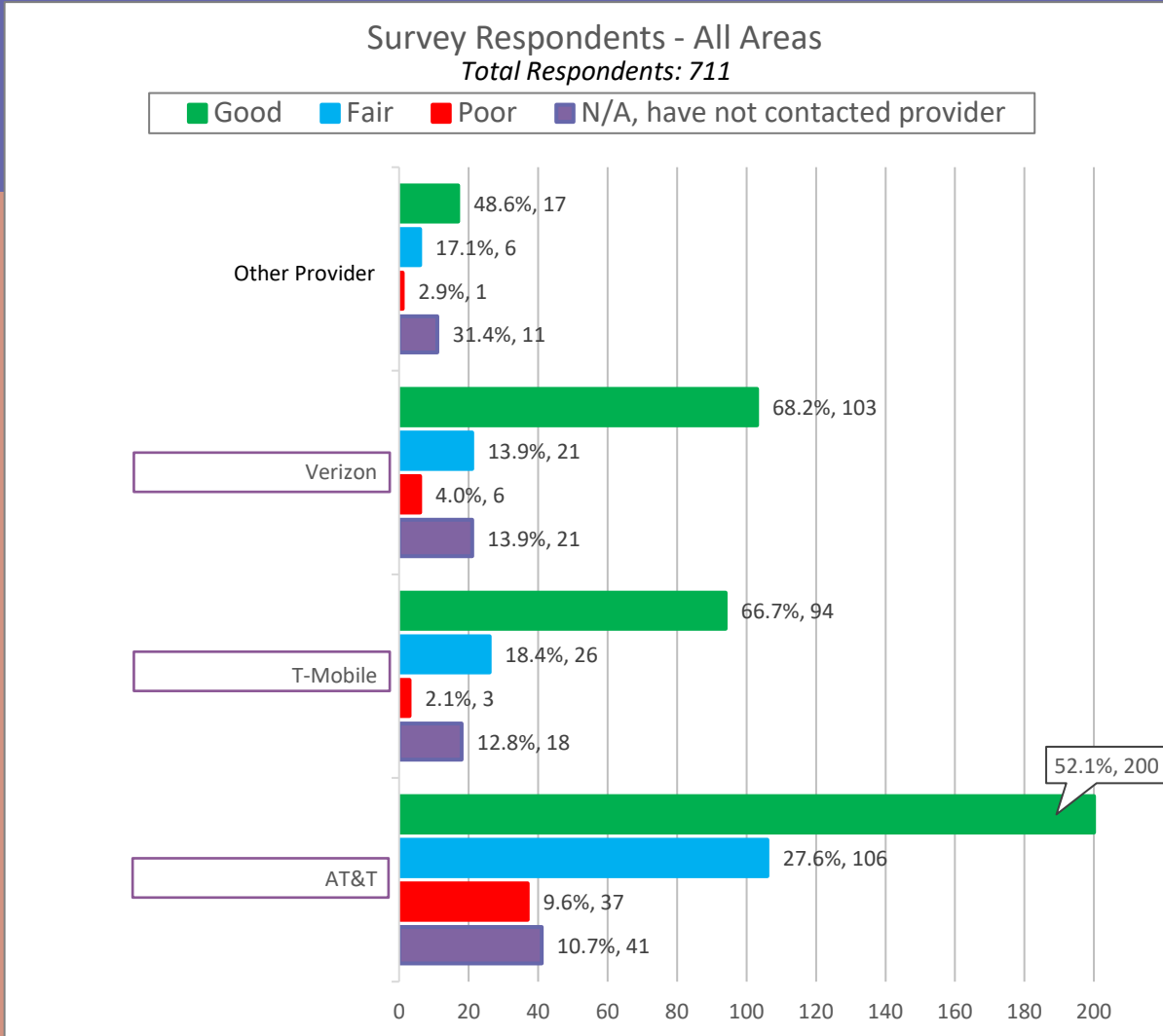


Of the top three most utilized cellular phone service providers:

- ❖ Verizon customers were most satisfied with their service.
 - 145 (96%) Verizon customers responded with a good or fair satisfaction level (Good, 124, 82.1%; Fair, 21, 13.9%).
 - Verizon had the lowest percentage of customers respond with a poor satisfaction level (6, 4%).
- ❖ AT&T customers were least satisfied with their service.
 - 31 (8.1%) AT&T customers responded with a poor satisfaction level.

#20

What is your level of satisfaction with your provider's customer service and responsiveness to service issues?



Of the top three most utilized cellular phone service providers:

- ❖ T-Mobile customers were most satisfied with customer service and responsiveness to service issues.
 - 120 (85.1%) T-Mobile customers responded with a good or fair satisfaction level (Good, 94, 66.7%; Fair, 26, 18.4%).
 - T-Mobile had the lowest percentage of customers respond with a poor satisfaction level (3, 2.1%).

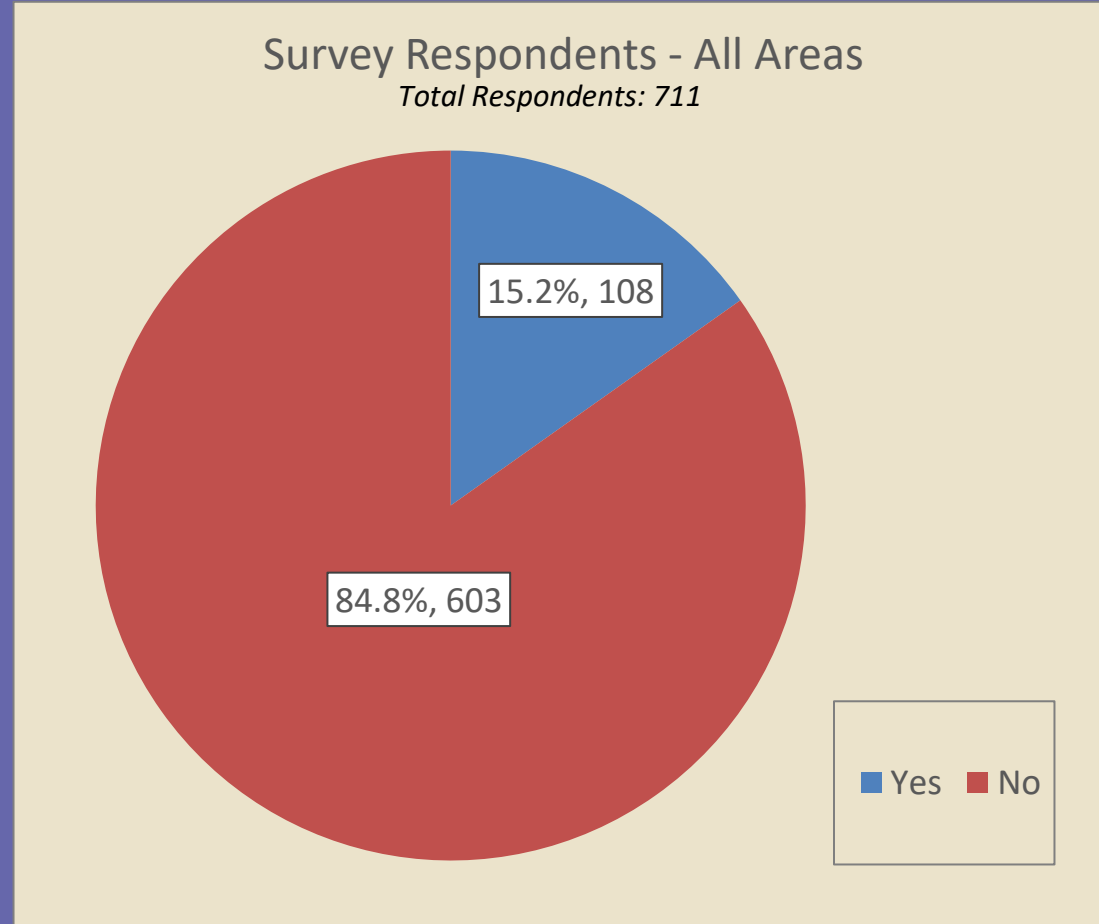
- ❖ AT&T customers were least satisfied with customer service and responsiveness to service issues.
 - 37 (9.6%) AT&T customers responded with a poor satisfaction level.



Cellular Phone Service

#21

Do you use a signal booster/amplifier to improve your provider's cellular phone service reception?

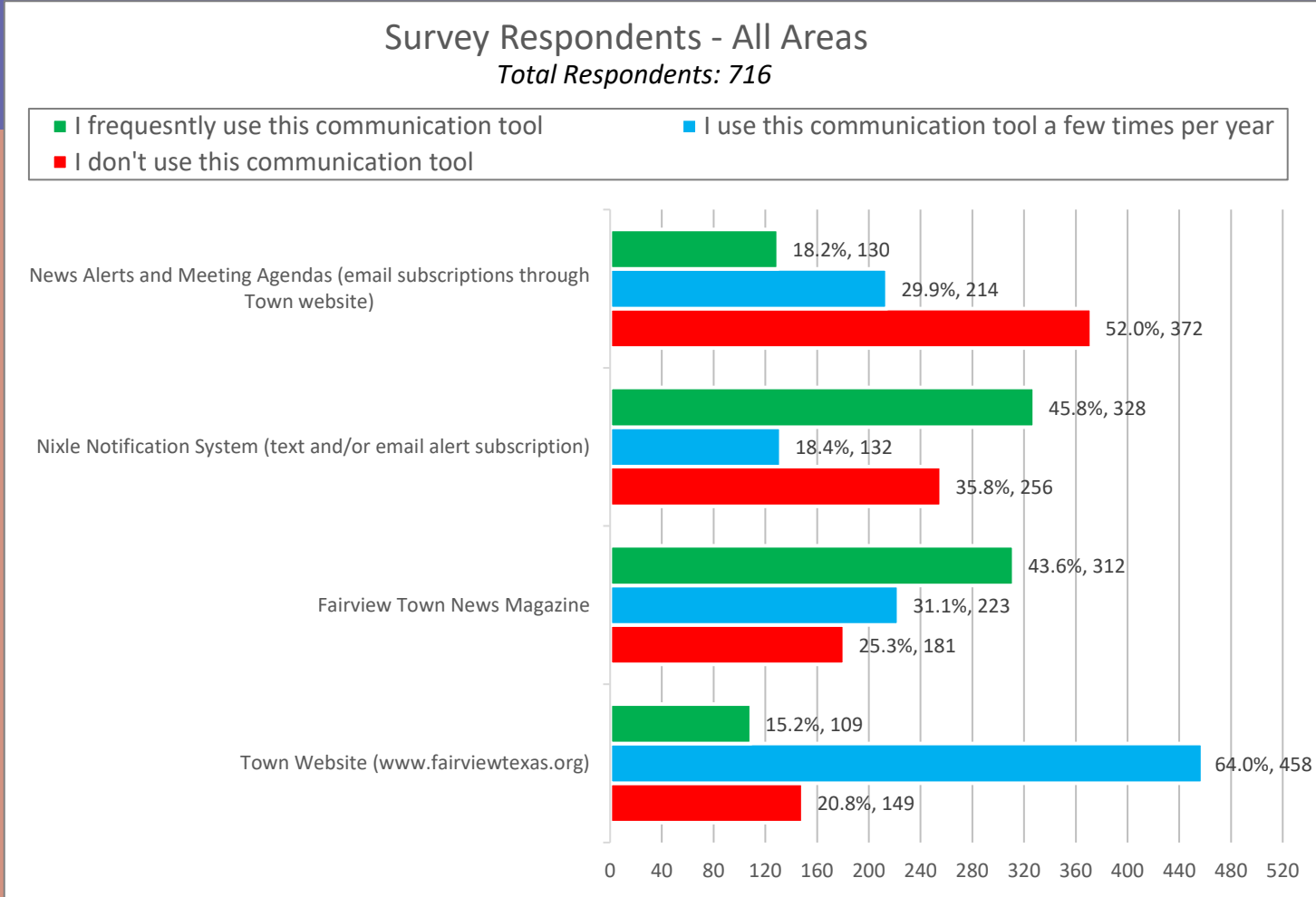


❖ A majority of respondents indicated they do not use a signal booster/amplifier to improve their provider's cellular phone service reception (603, 84.8%).



#22

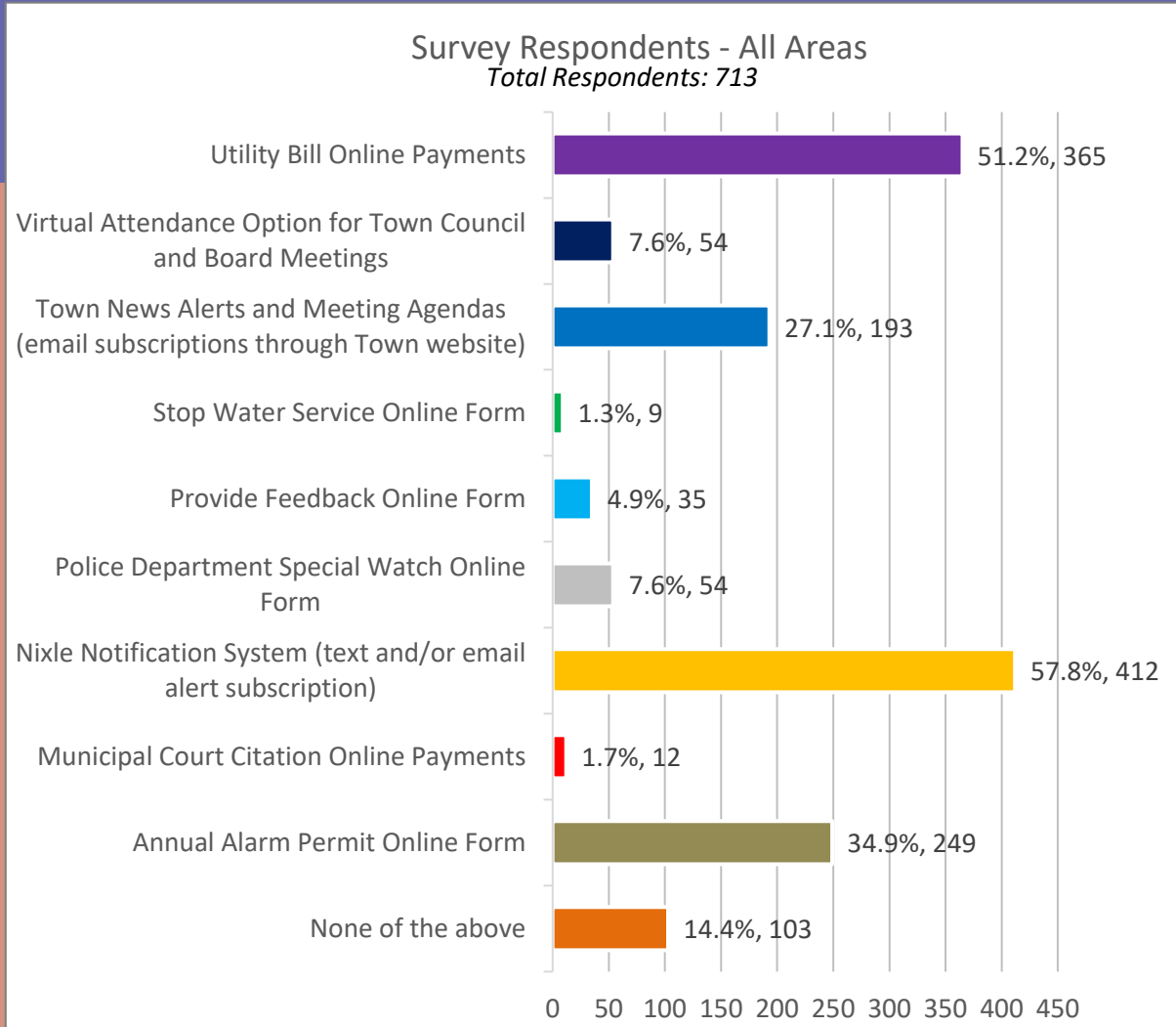
How often do you use the following Town communication tools?



- ❖ Nixle Notification System had the highest percentage of respondents that identified it as the communication tool they use frequently (328, 45.8%).
- ❖ Fairview Town News Magazine had the second highest percentage of respondents that identified it as the communication tool they use frequently (312, 43.6%).
- ❖ 372 (52%) respondents indicated that they do not use News Alerts and Meeting Agendas (email subscriptions through Town website).

#23

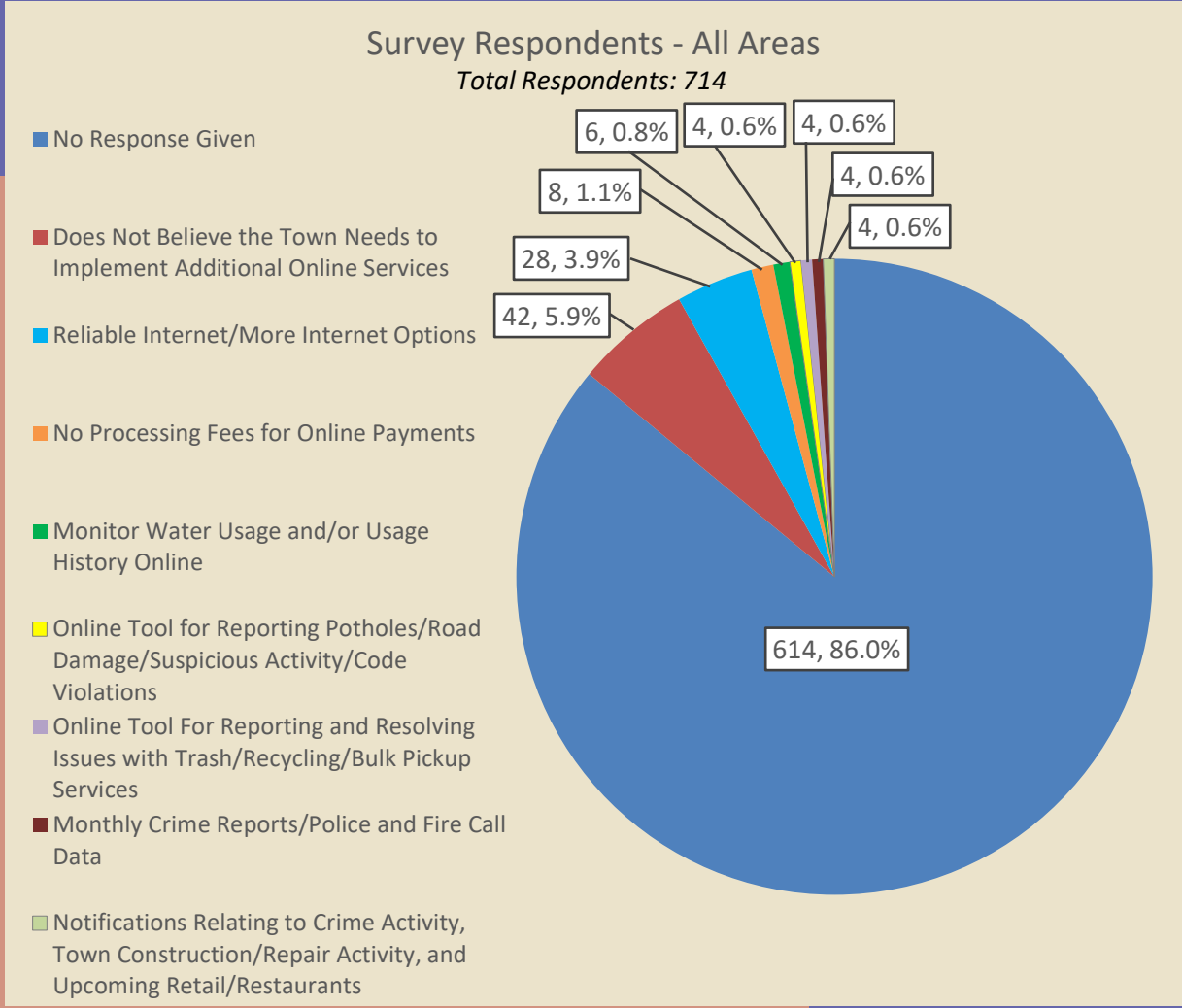
Select Town of Fairview online services you have used?



- ❖ Nixle Notification System had the highest percentage of respondents that identified it as an online service they have used (412, 57.8%).
- ❖ Utility Bill Online Payments had the second highest percentage of respondents that identified it as an online service they have used (365, 51.2%).
- ❖ Annual Alarm Permit Online Form had the third highest percentage of respondents that identified it as an online service they have used (249, 34.9%).

#24

What additional online service would you like to see the Town implement?

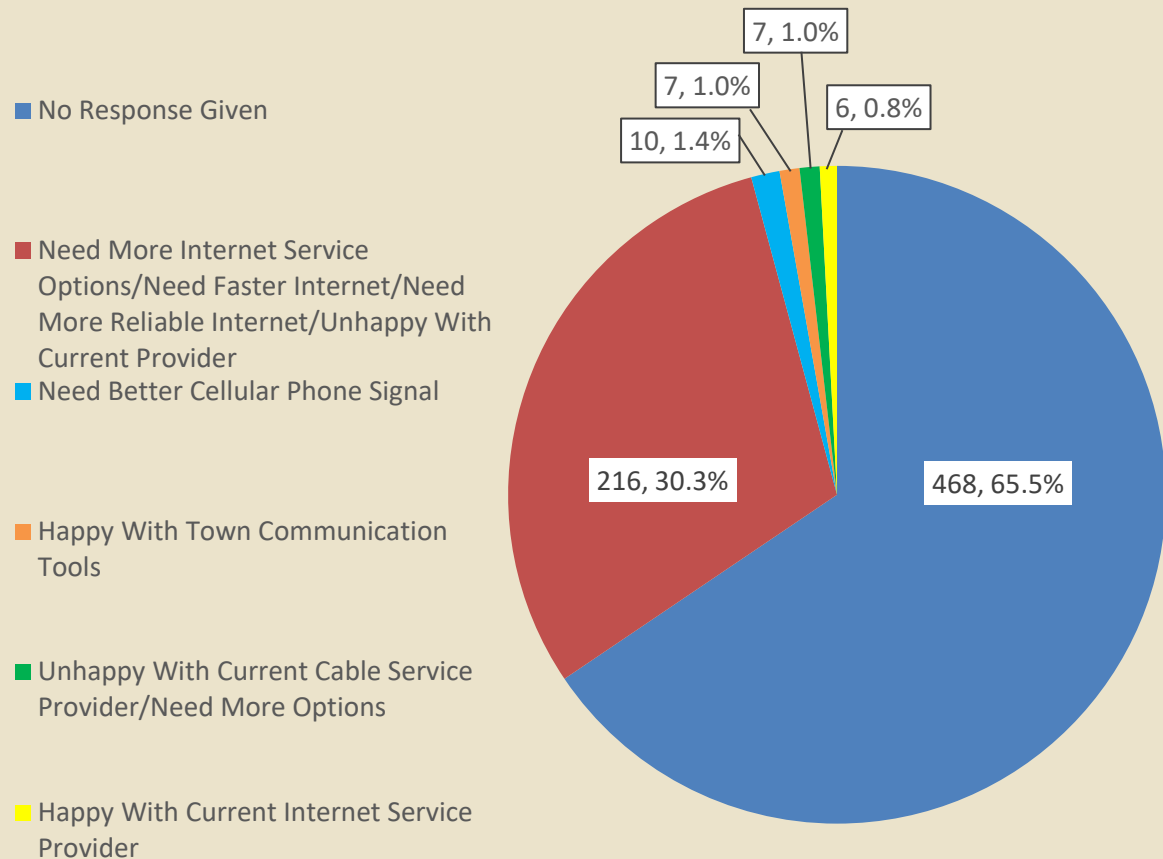


- ❖ Of the 714 respondents, 614 (86%) gave no response when asked what additional online service they would like to see the Town implement.
- ❖ The most common response given for this question was that respondents do not believe the Town needs to implement additional online services (42, 5.9%)
- ❖ The second most common response given for this question was that reliable internet and more internet service options are needed (28, 3.9%).

#25

Please provide any additional technology related comments and/or feedback you may have.

Survey Respondents - All Areas
Total Respondents: 714



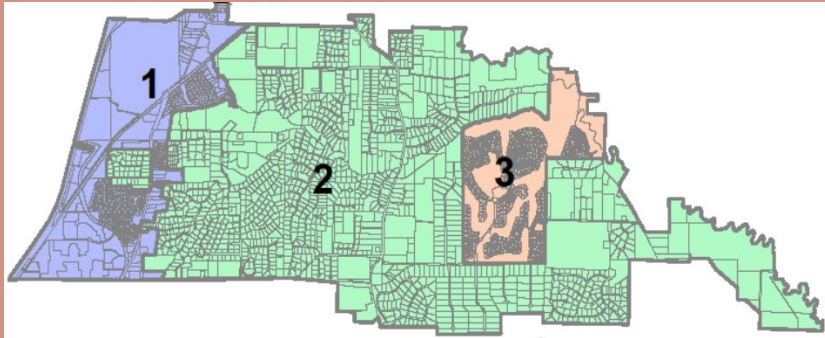
- ❖ Of the 714 respondents, 468 (65.5%) gave no response when asked to provide any additional technology related comments and/or feedback.
- ❖ The most common response given for this question was that more internet service options/faster internet/more reliable internet was needed (216, 30.3%)



Survey Respondent Information

#26

Using the image below, please identify the area in Town your home is located.



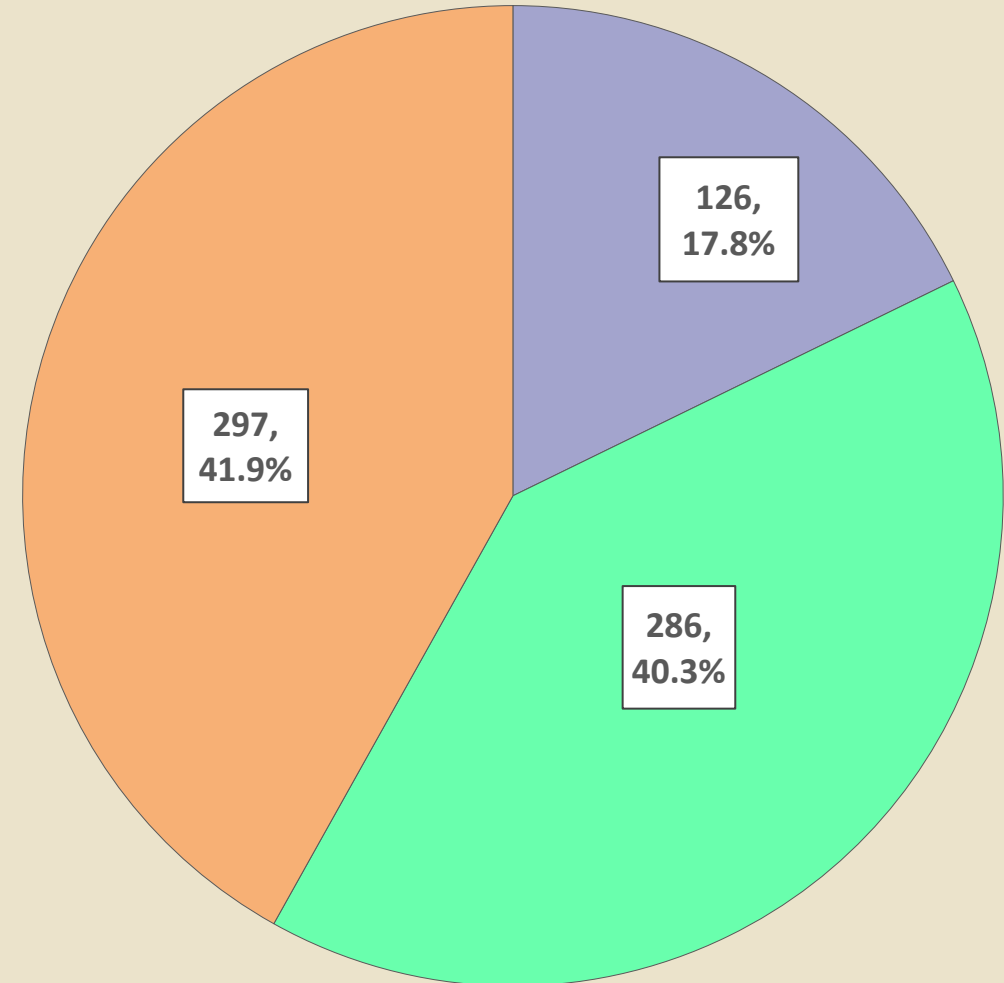
Survey Respondents

Total Respondents: 709

■ Area 1 –
Commercial
District

■ Area 2 – Low
Density
Residential

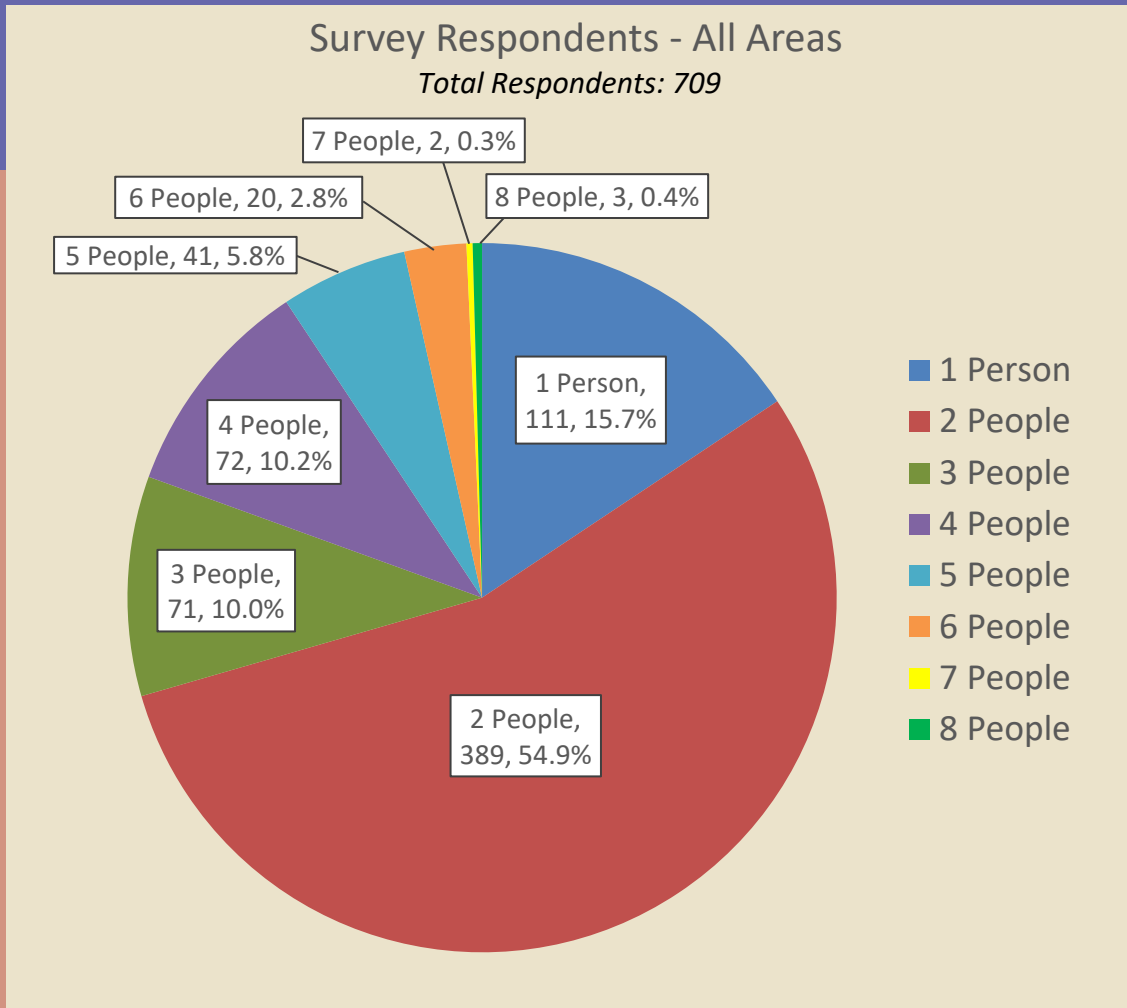
■ Area 3 –
Heritage
Ranch





#27

How many people are in your household?



- ❖ A majority of respondents indicated that they have 2 people in their household (389, 54.9%)
- ❖ The second highest percentage of respondents indicated that 1 person is in their household (111, 15.7%)
- ❖ The third highest percentage of respondents indicated that they have 4 people in their household (72, 10.2%)



Thank You!

