Survey created by a Swedish firm who worked with Kitsap and other local PUDs

Purpose of survey was to identify existing countywide access to internet and potential fiber/wireless service demand

Survey could also be used to identify clusters of customers who might be interested in LUD/fiberhood models

Survey Live from May 2017 to July 2018
1,086 Respondants
868 had internet service
218 did not
0-5 mbps

The majority of respondents did not know their internet speed.
5-10 mbps

10-20 mbps
100+ mbps
# OF Responses by SERVICE AREA

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quilcene</td>
<td>47</td>
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<tr>
<td>Port Townsend</td>
<td>187</td>
</tr>
<tr>
<td>Oak Bay - Port Ludlow</td>
<td>148</td>
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<tr>
<td>Marrowstone Island</td>
<td>139</td>
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<tr>
<td>Kala Point - Tri-Area</td>
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<tr>
<td>Gardiner - Discovery Bay</td>
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<tr>
<td>Dabob Bay</td>
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<td>Chimacum Valley</td>
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<tr>
<td>Cape George - Adelma...</td>
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<tr>
<td>Brinnon</td>
<td>14</td>
</tr>
</tbody>
</table>
Preferred Services

- Wireless 20 - MDU
- Wireless 20
- FTTH 1000 Triple Play - MDU
- FTTH 1000 Triple Play
- FTTH 1000 - MDU
- FTTH 1000
- FTTH 100 Triple Play - MDU
- FTTH 100 Triple Play
- FTTH 100 - MDU
- FTTH 100 Business
- FTTH 100
- FTTB 1000 Business

Likely to Purchase New Service

- YD
- LY
- IWC
- PN
- DN
Survey Results

Only 14 business responses, the rest residential

Largest responses from Port Townsend, Ludlow, Marrowstone, Cape George
Survey Challenges

- Risk of Anticipointment w/ Advertising Strategy
- Staffing, Strategy change after launch
- Questions, response ranges could have been clearer
Conclusions

- A good first step
- Info will be shared with our Strategic Planning consultant
- Will be able to expand upon or make actionable during the strategic planning process