Chisago Lake Township
Internet Survey Results
Chisago Lake Township Broadband Survey

- Goal 1197
  - 427 Survey Submissions (36% of goal)
  - 191 Additional Site Visitors (did not complete or submit a survey)
- Where are surveys coming from:

- Green – Those who completed the survey

- BLUE – Those who entered their address but didn't submit
Marketing Efforts

• Postcard (sent by township)
  • 22% of residents completed survey after postcard was sent

• Targeted email to everyone who had submitted a survey
  • 90% open rate
  • 2% increase in surveys after email was sent

• Paid Facebook ad targeting Chisago Lake Township residents
  • 62 shares, 670 post interactions
  • 12% increase in surveys after post was live
349 Used the Speed Test

- **Download Speed Test Results**
  - 53% have speeds of 10 Mbps or less
  - 39% have speeds between 10-50 Mbps
  - Only 8% registered speeds over 50 Mbps

- **Upload Speed Test Results**
  - 93% have speeds of 10 Mbps or less
  - 18% have speeds of 10-50 Mbps
  - Only .01% registered speeds over 50 Mbps
Survey Results

A group of local community members are exploring the option of bringing better internet (fiber optics), TV, and phone systems to Chisago Lake township. Are you in support of this effort?

- 409 said “Yes”

- 10 said “No”
  - 7 said they would be interested if they could receive reliable internet at a lower cost.
How satisfied are you with the QUALITY / SPEED of your current Internet service?
What is your current monthly fee for Internet service?
Are you concerned that a lack of high-quality Internet will affect the future sale of your home?

• 270 said "Yes"

• 149 said "No"
If high-quality (100 Mbps Up/100 Mbps Down) Internet services were available to your home or business, how likely are you to subscribe?

- Definitely not sign up: 1
- Probably not sign up: 2
- I'd consider it: 84
- Most likely would sign up: 137
- Yes, I definitely would sign up: 147
Survey Results

Bringing high speed fiber optics internet service to Chisago Lake township will cost a substantial amount of money even with a Minnesota Border to Border Broadband grant for about 40% of the cost. Would you be willing to help build this infrastructure by contributing via a special assessment (about $2,000) on your property taxes spread over a 10 year period?

- 295 said “Yes”
- 124 said “No”