



ConnectedSM
A CONNECTED NATION Initiative

Addressing Your Community's Unique Needs

Baylor County, Texas Connected Survey Results



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Household Survey Results

Baylor County, Texas

Household Survey Results



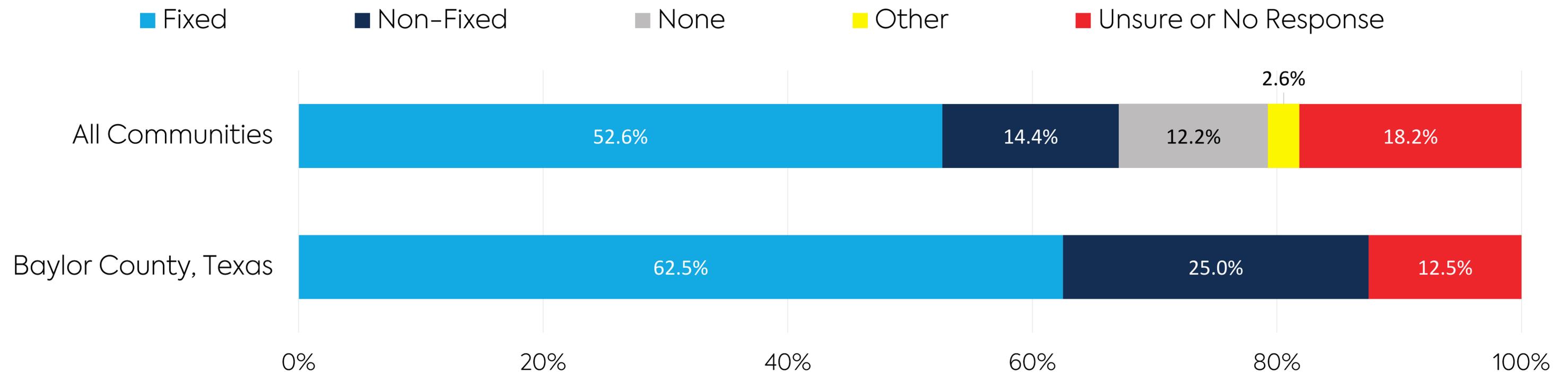
Households, and the residents within them, are the lifeblood of a community. Over the past 20 years, technology has transformed how residents interact with their communities, access critical services, and earn a living. A connection to the internet at home is the single-most critical step that families take to participate in the digital economy. Understanding how residents are connected, the barriers to subscribing to internet service if it is available, and the use of that connection is critical to ensuring all homes in the community are connected, and that those connections are leveraged to improve quality of life. The data below show the connectivity and use of technology among households and residents in Baylor County, Texas, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity. This information was gathered through surveys distributed in the community.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, 24 Baylor County households responded to the survey, with some households responding more than once. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more households and communities participate in the Connected program, these figures are likely to change.

Broadband Adoption



This chart shows the percentage of households that subscribe to various types of broadband services. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These non-fixed types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors. This chart shows responses from those who know the type of internet service to which they subscribe.



Average Monthly Cost of Internet Service



The cost of service can prevent some residents from getting access to the internet. This chart shows the average reported monthly cost of service among households in the community, compared to those in other Connected communities. Two percent of household income is the benchmark generally used when determining the affordability of home internet service. However, it is important to remember that this benchmark is applied to the community's median income. Half of the households in the community earn less than the median income and thus may find broadband service unaffordable at this price.



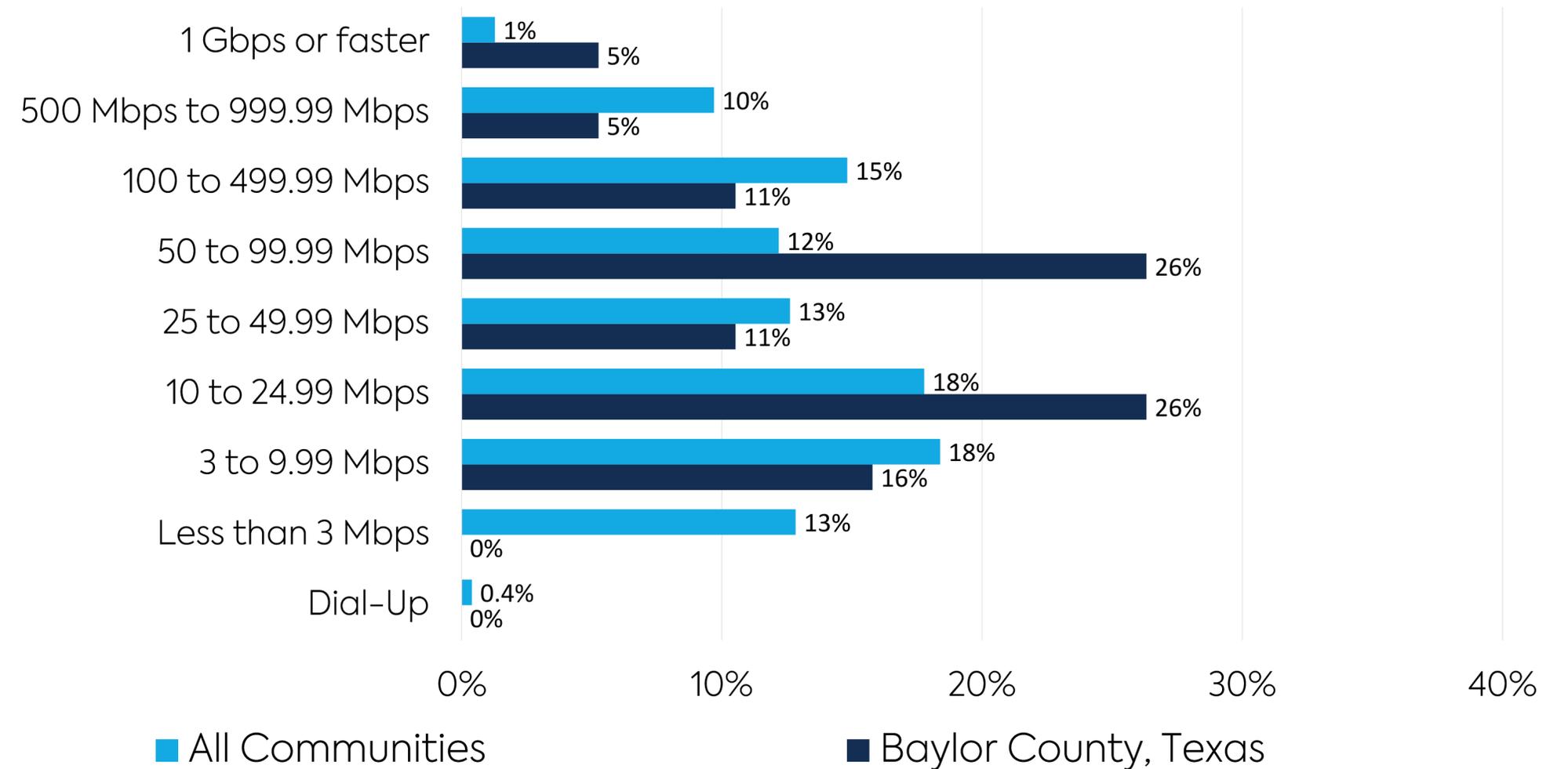
Download Speeds



Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among households in the community, compared to those in other Connected communities.

In Baylor County, 58% of households* subscribe to download speeds faster than 25 Mbps.

On average, Baylor County households reported an average download speed of 153 Mbps.

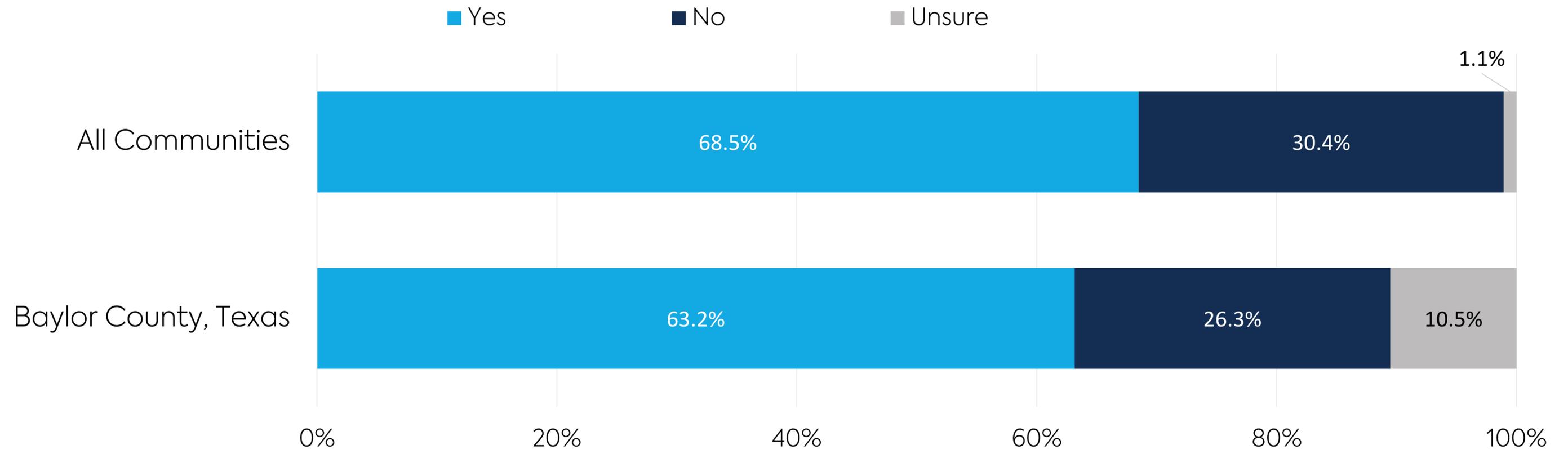


*Among households that subscribe to home internet service and either know their download speeds or took a speed test as part of this survey.

Mobile Usage



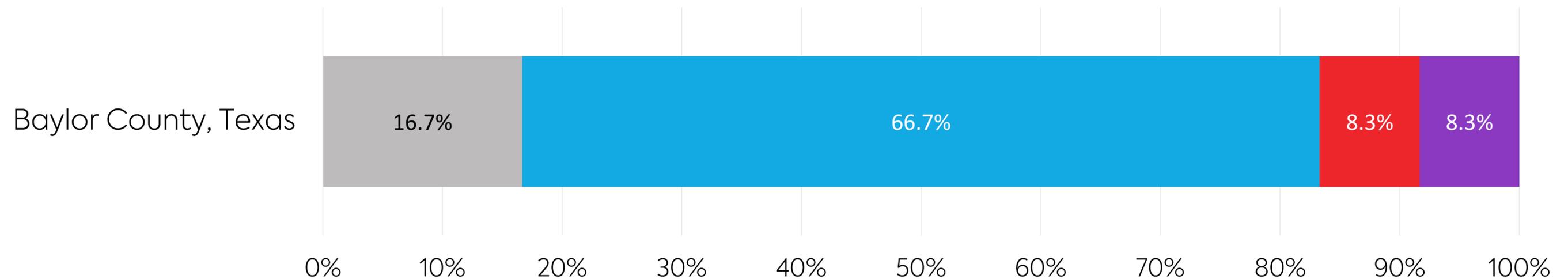
Mobile broadband is different from fixed internet service in that it is designed for continuous use on the go. Having both fixed and mobile broadband connections is critical for households to ensure voice and data options are available to users as needed or desired. This chart shows the percentage of households in the community that have a mobile broadband plan and device, compared to other communities.



How Mobile Internet is Used



Some households use their mobile internet service as a backup or supplemental way to go online. For others, mobile internet service is the primary (or only) way to access the internet at home. This chart shows how households that subscribe to mobile service use those mobile internet subscriptions.

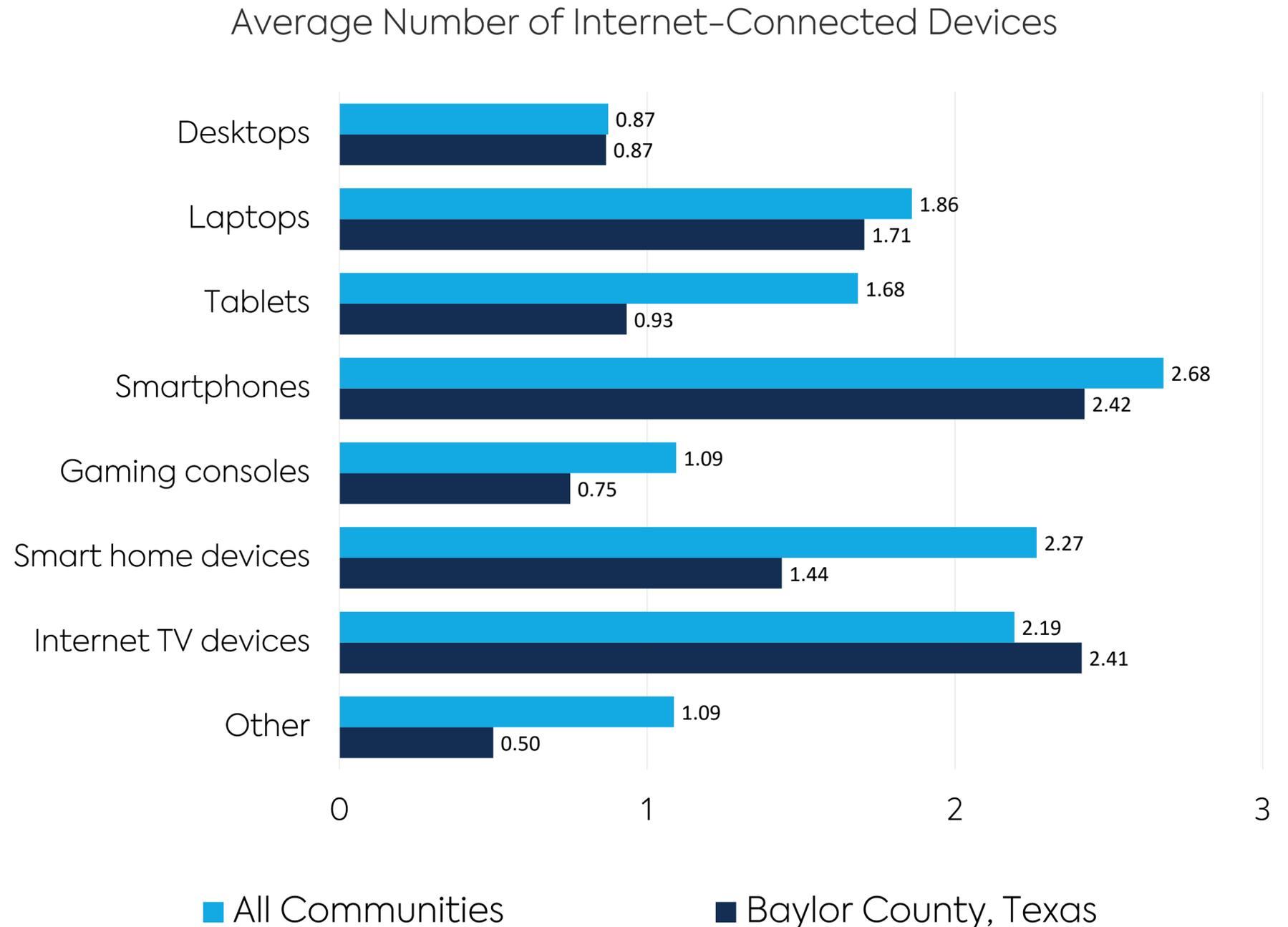


- Mobile internet service is our primary home internet source - we exclusively use our smartphones to go online
- We use our mobile service to connect other household devices to the internet
- Mobile internet service is a secondary connection; we mostly use a fixed internet connection to go online from home
- We subscribe to mobile internet service but we don't use it at home
- Unsure
- Other

Devices in the Home



In the early days of the internet, a desktop computer was the primary, and virtually the only, way of connecting to the internet. However, with the rise of Wi-Fi, mobile broadband, Bluetooth, and many other revolutionary technologies, residents can access the internet through multiple devices. While a wide variety of devices are available to connect to the internet, sometimes the lack of an internet-enabled device is cited as a barrier to home broadband adoption. This chart shows the average number of internet-enabled devices in households in the community, compared to homes in other Connected communities.





The internet has moved from an occasional tool to one of the principal ways we communicate, perform research, work, or participate in leisure activities. Measuring the digital interaction among residents and different community sectors allows a glimpse into the importance of the internet in their lives. More importantly, this analysis can identify the common traits among those who use the internet less frequently and develop solutions for including them in the digital ecosystem.

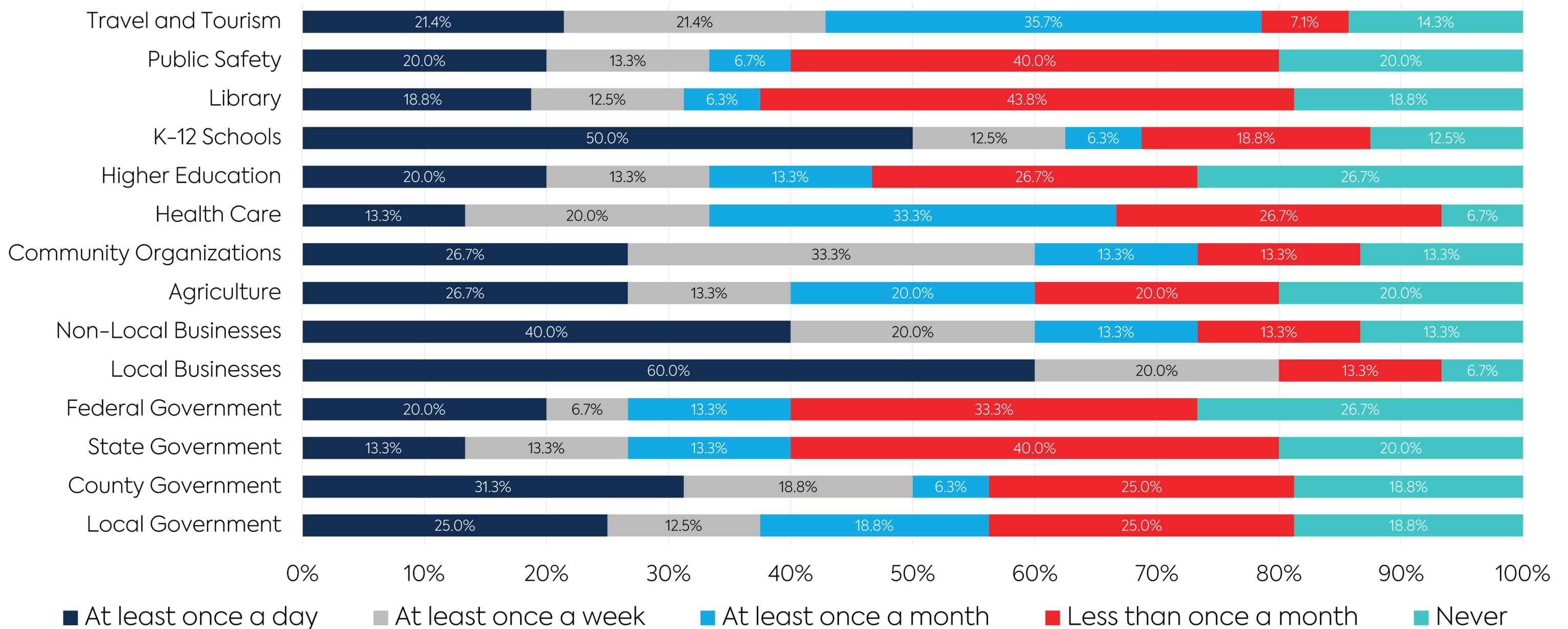
This digital interaction information explores how residents are (or are not) digitally interacting with various community institutions. This information is helpful for guiding and developing the digital strategy and online presence of these entities. The chart on the following page shows the average frequency with which residents digitally interact with different community sectors.

While digital interaction is a personal choice, for those completely without access to the internet, those with restricted access, those who cannot afford a connection, those without the skills to use the internet, and those with limited awareness of the opportunities afforded by the internet, their chance to make such a personal choice is severely limited.

Digital Interactions (Continued)



How Frequently Residents Interact with Community Sectors

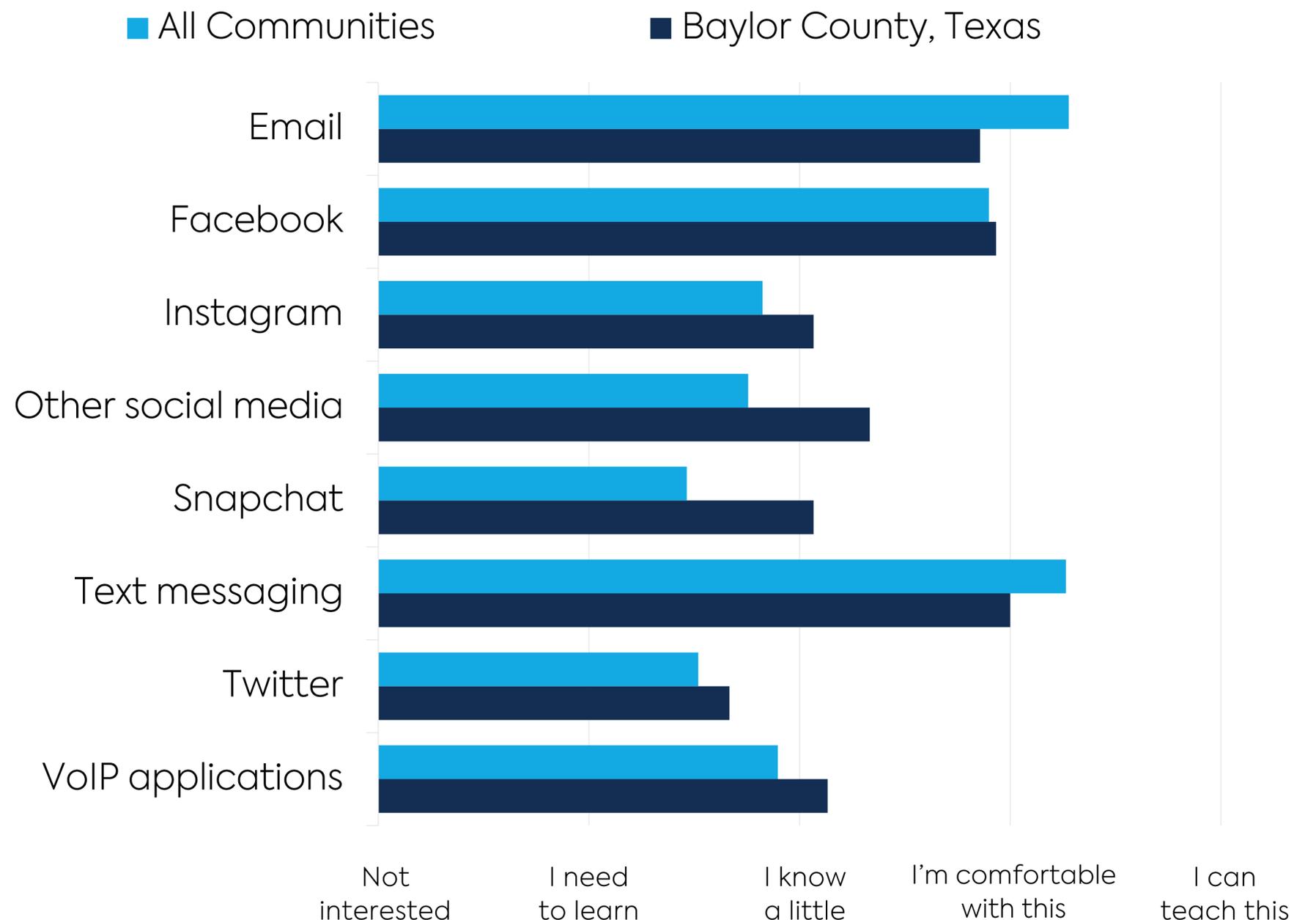


Digital Literacy: Communications



Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills. Technology skills are critical for competing in the global, digital economy, and for fully leveraging internet connectivity for improving quality of life.

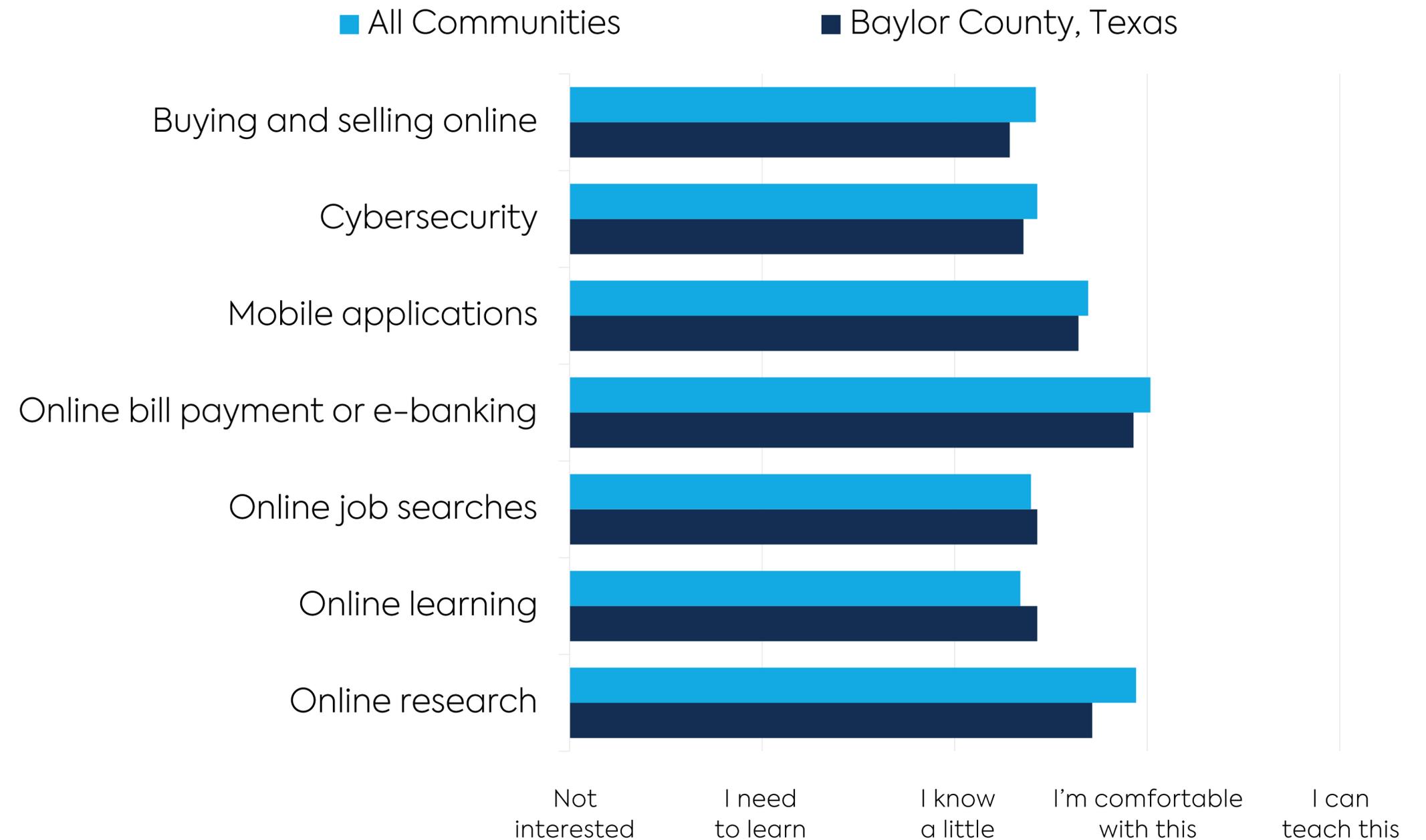
This chart compares the average self-reported digital literacy of residents in the community to those in other Connected communities when it comes to using various communications platforms.



Digital Literacy: Online Activities



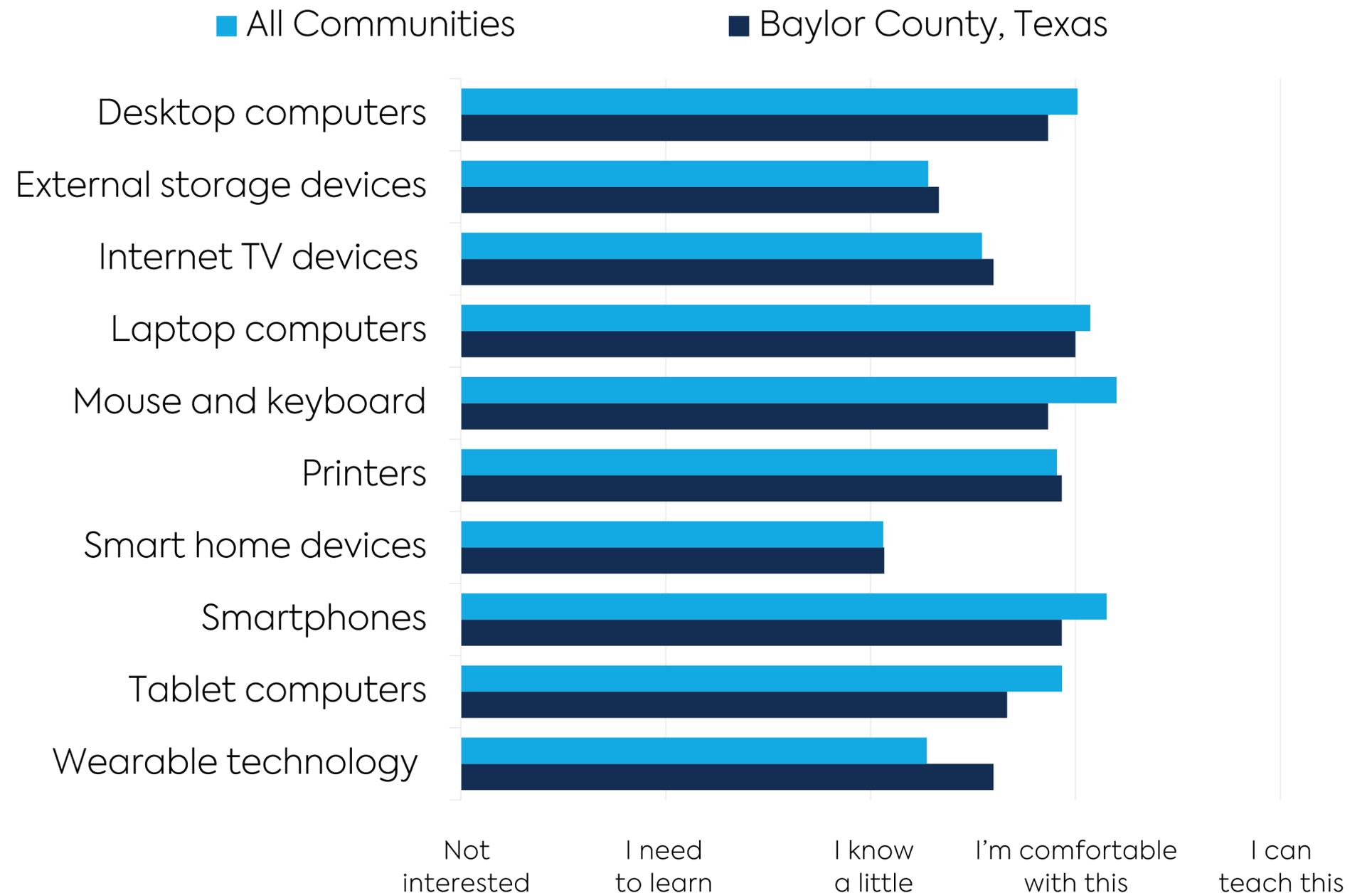
This chart compares the average self-reported digital literacy of residents in the community to households in other communities in terms of their online activities.



Digital Literacy: Hardware



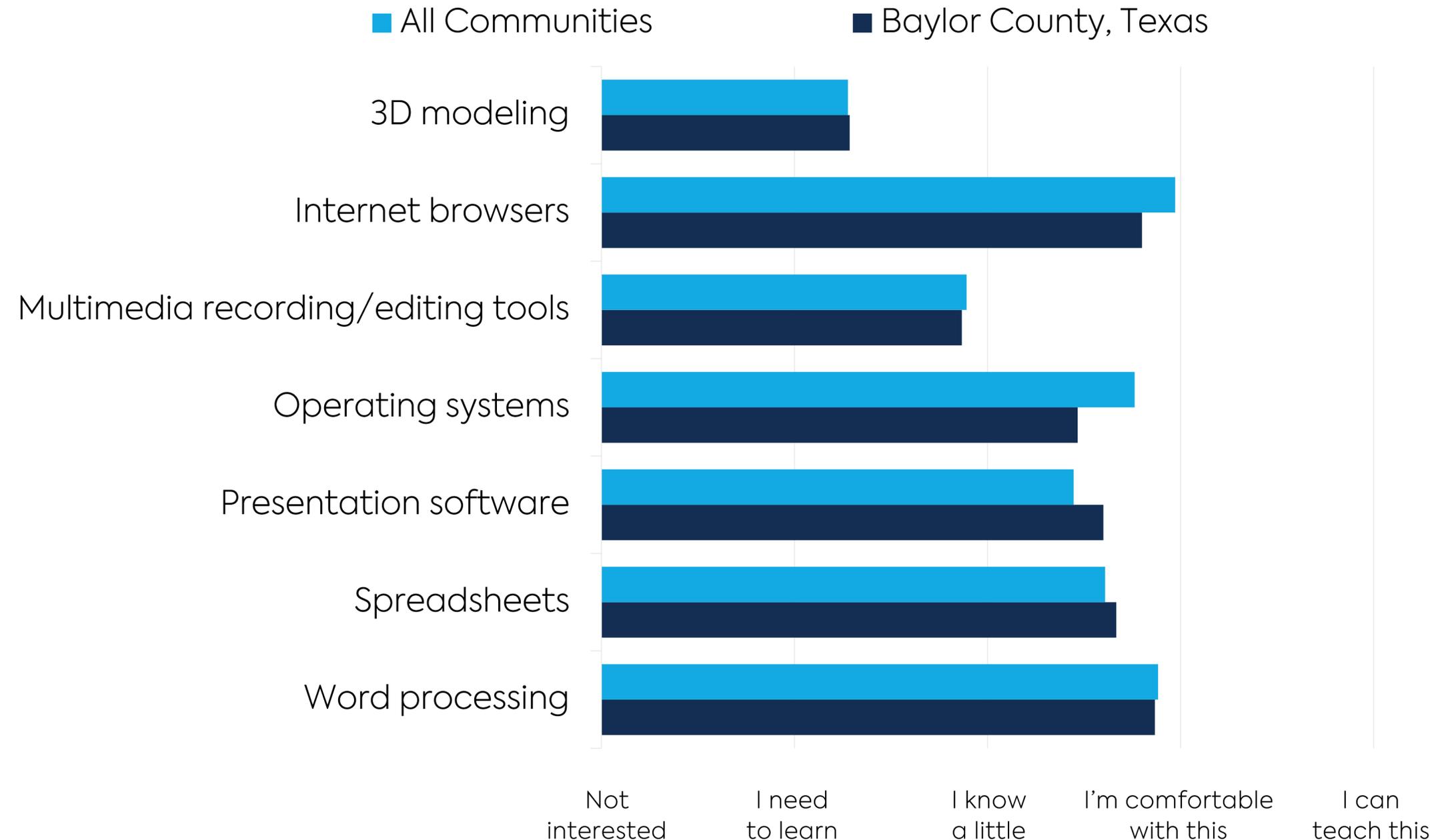
This chart compares the average self-reported digital literacy of residents in the community to households in other communities when using various types of hardware.



Digital Literacy: Software



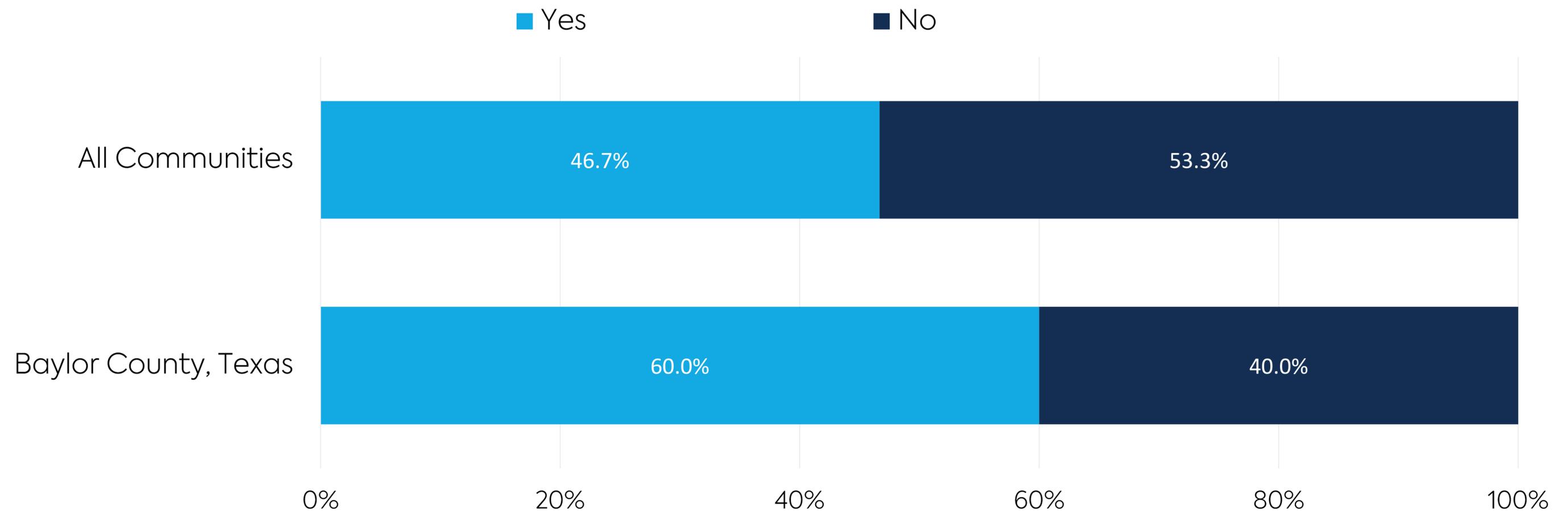
This chart compares the average self-reported digital literacy of residents in the community to households in other communities in terms of using various software applications.



Service Satisfaction



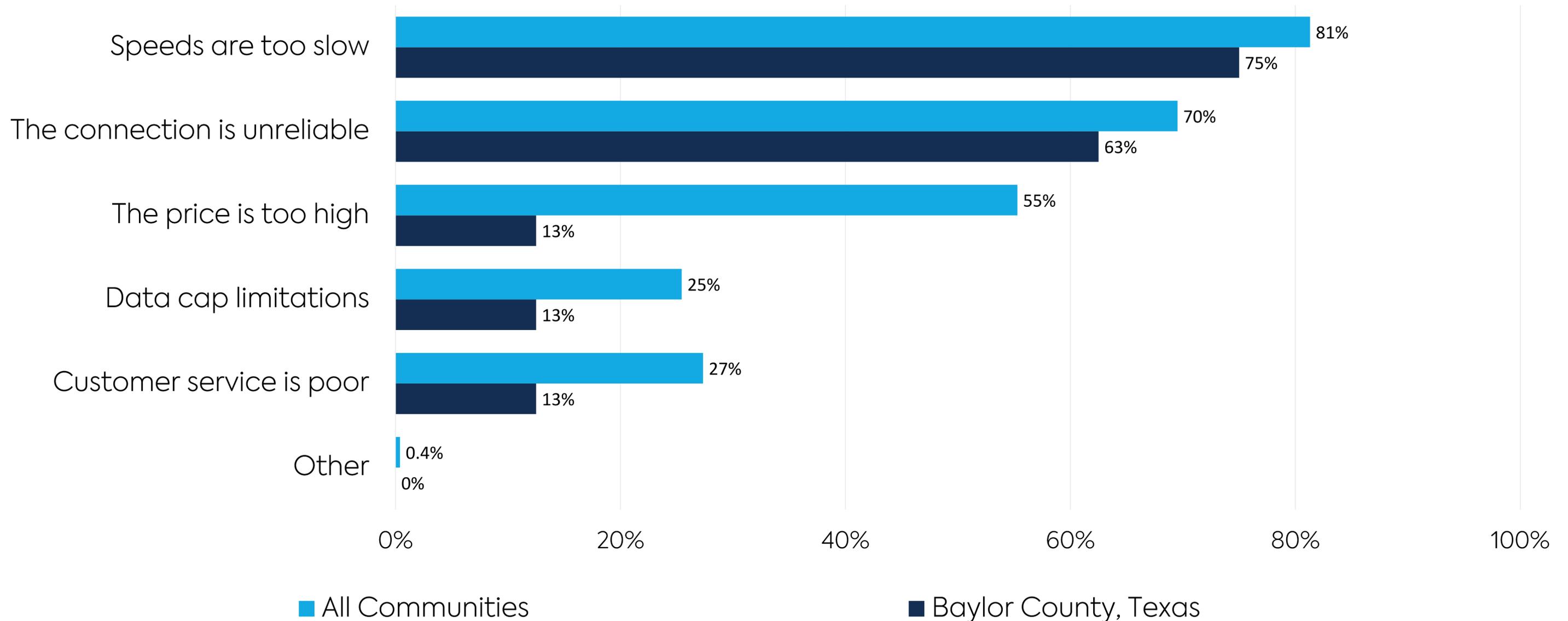
Competition provides residents with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percentage of households that state their internet service meets or does not meet their needs.



Reasons for Dissatisfaction



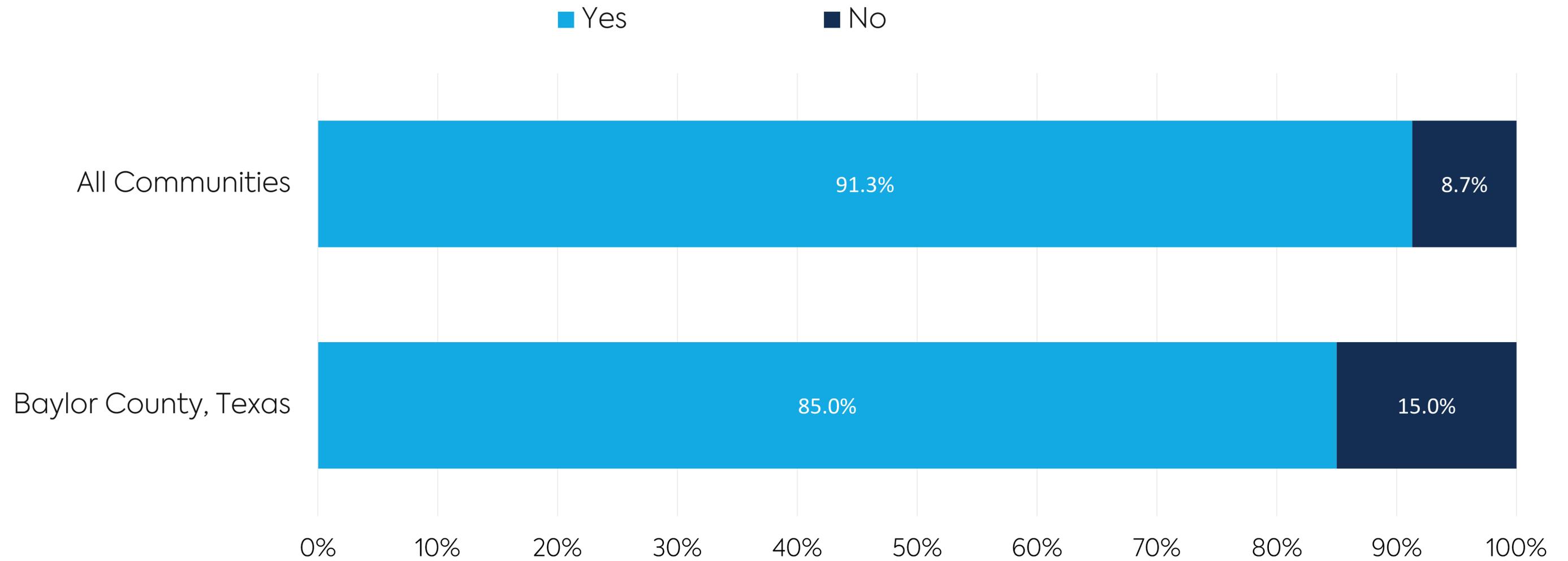
This chart shows the various reasons why local households report being dissatisfied with their current internet service.



Interest in Additional Internet Options



This chart shows the percentage of households that would like to have improved or additional options for home internet service.





Agriculture Survey Results

Baylor County, Texas

Agriculture Survey Results



Agriculture, in its many forms, is a critical industry and economic driver for many communities and regions. Internet-connected technology allows agricultural producers to increase yields, reduce expenditures, and access best practices and information impacting the production of America's food. However, producers and value-added agricultural industries are generally located in the most rural areas — areas that are most often disconnected from the global economy. For agricultural producers fortunate enough to have an internet connection, their use of technology has transformed the way they work and allows them to contribute to the economic activity of their communities.

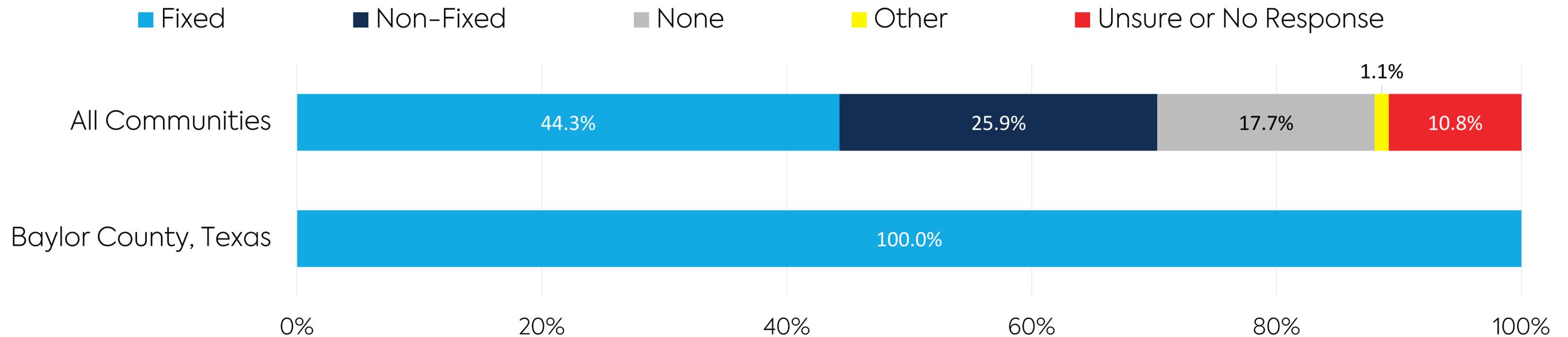
The data below show the connectivity and use of technology among agricultural producers in the community, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, one Baylor County facility from the agricultural sector responded. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Broadband Adoption in the Agriculture Sector



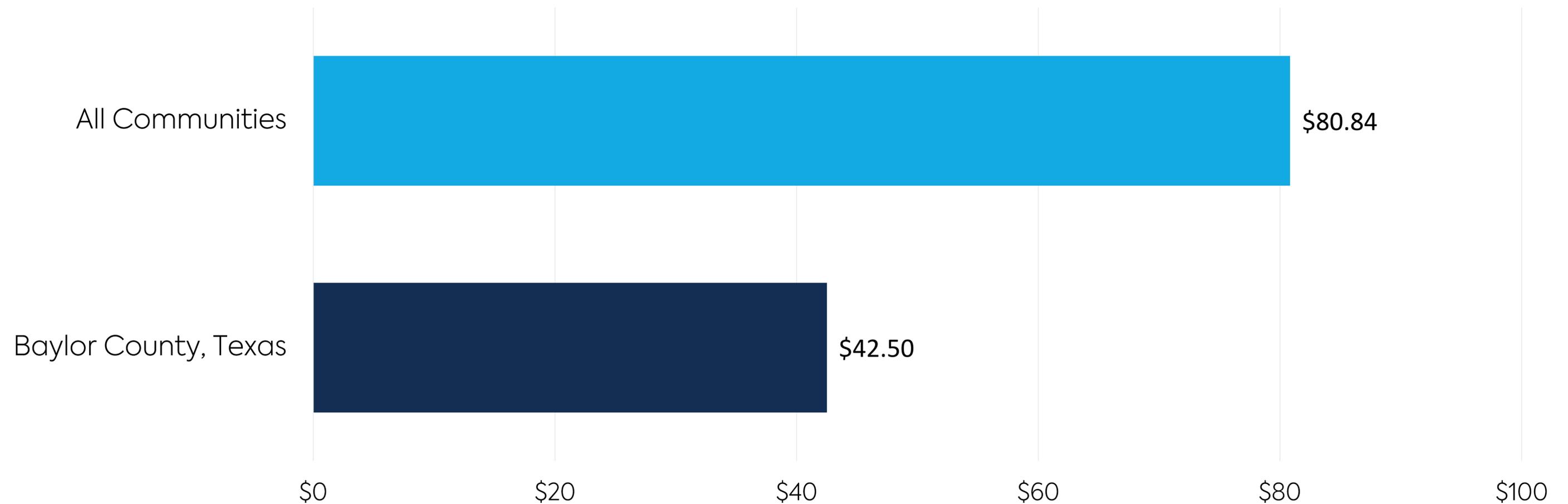
This chart shows the percentage of agricultural producers that subscribe to various types of broadband services, or that are without a connection. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors.



Average Monthly Cost of Internet Service in the Agriculture Sector



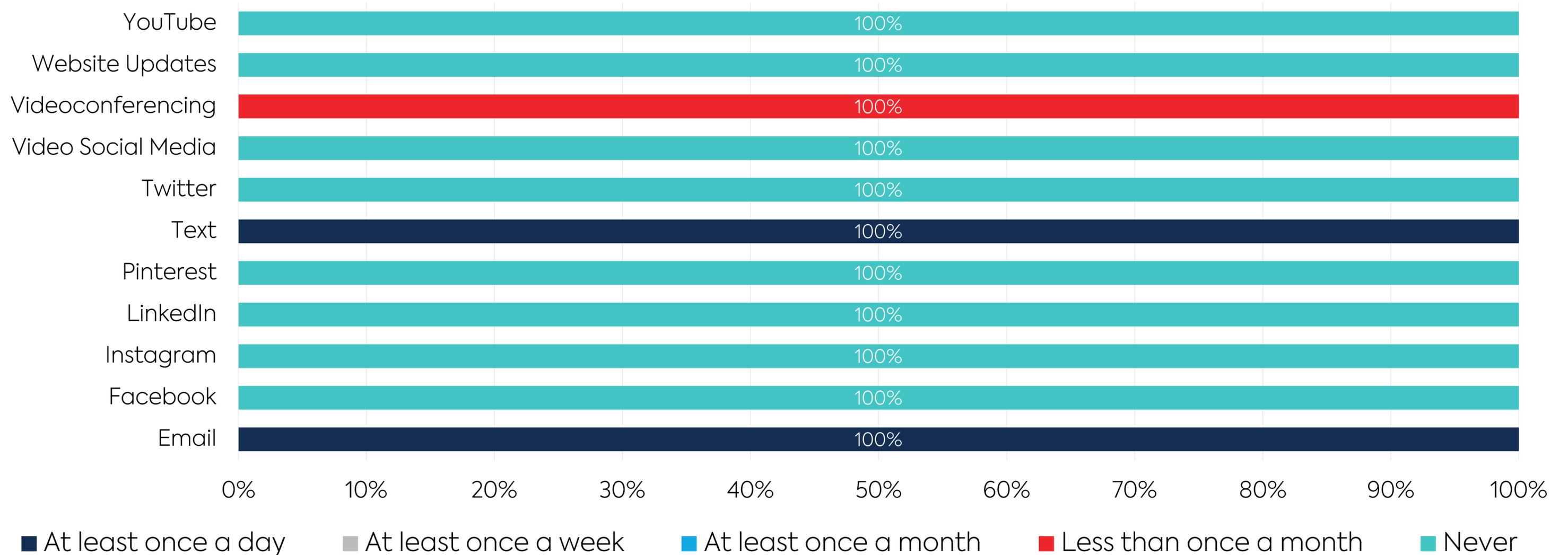
The cost of service can prevent some agricultural facilities from getting access to the internet. This chart shows the average reported monthly cost of service among farms in the community, compared to those in other Connected communities.



Digital Communications



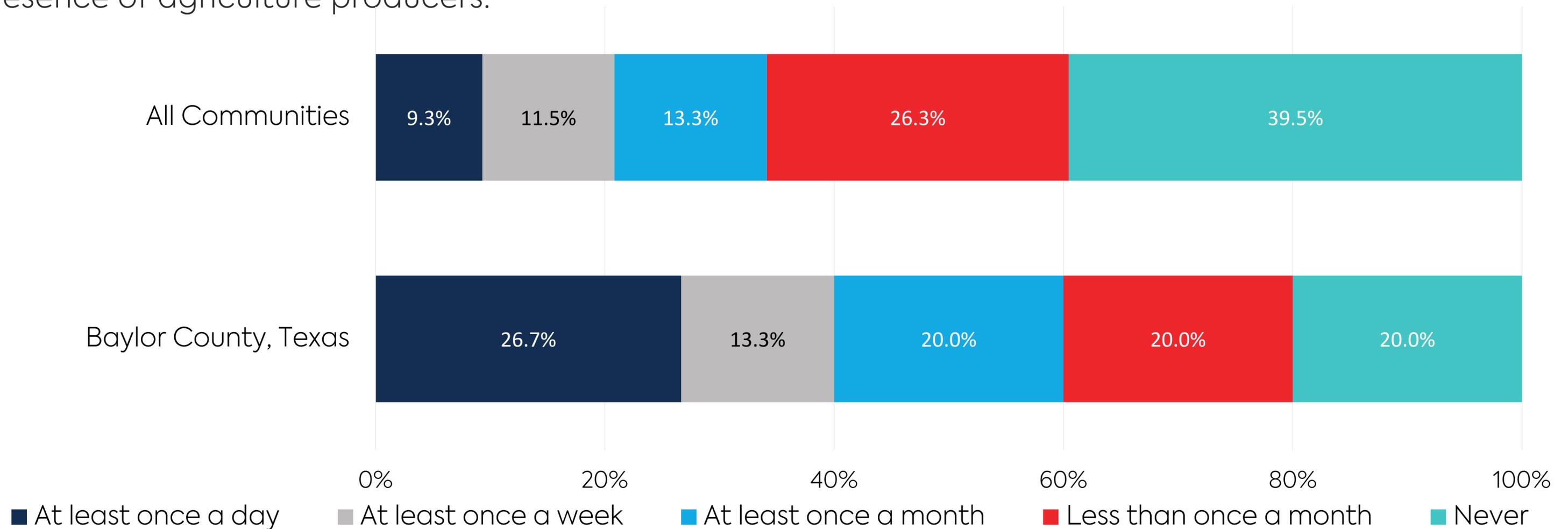
Technology, coupled with an internet connection, provides myriad ways to digitally interact with the world or even those in one's own community. This chart shows the average frequency with which agricultural producers use digital communications tools.



Digital Interaction



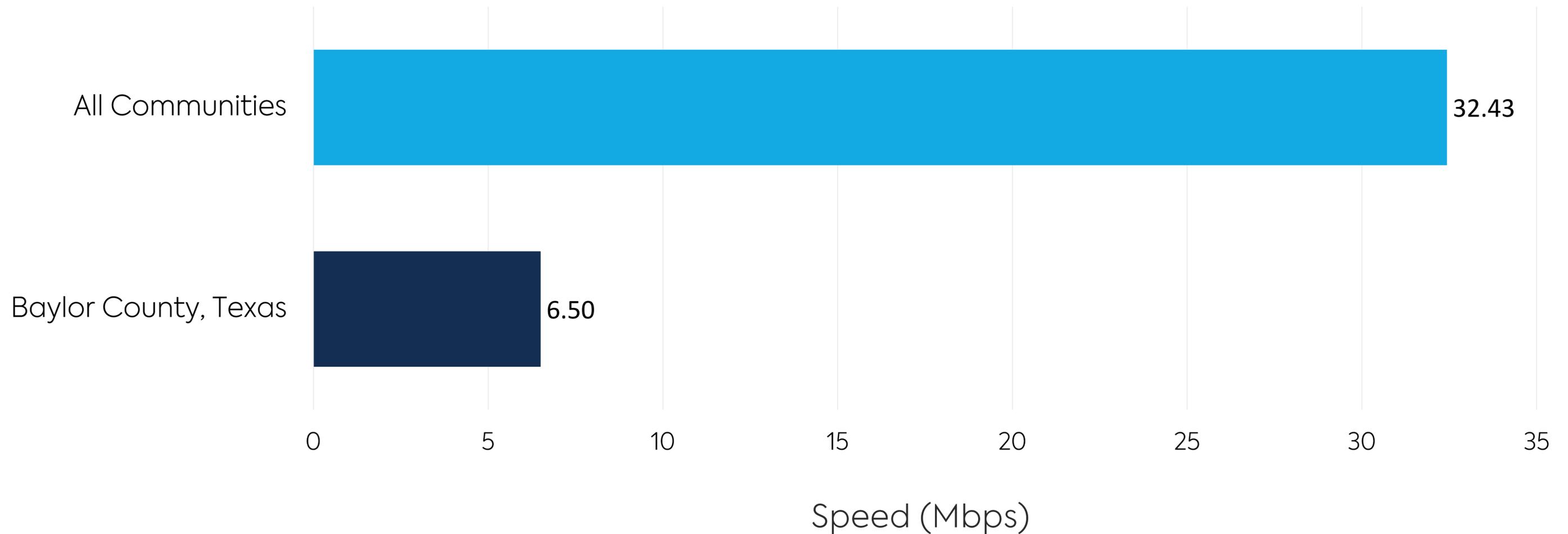
This chart shows the frequency with which residents in the community report that they digitally interact with entities in the agriculture sector. Examining the digital interaction of residents and the digital communications tools used by agriculture producers can help identify ways to increase the online presence of agriculture producers.



Agriculture Sector Download Speeds



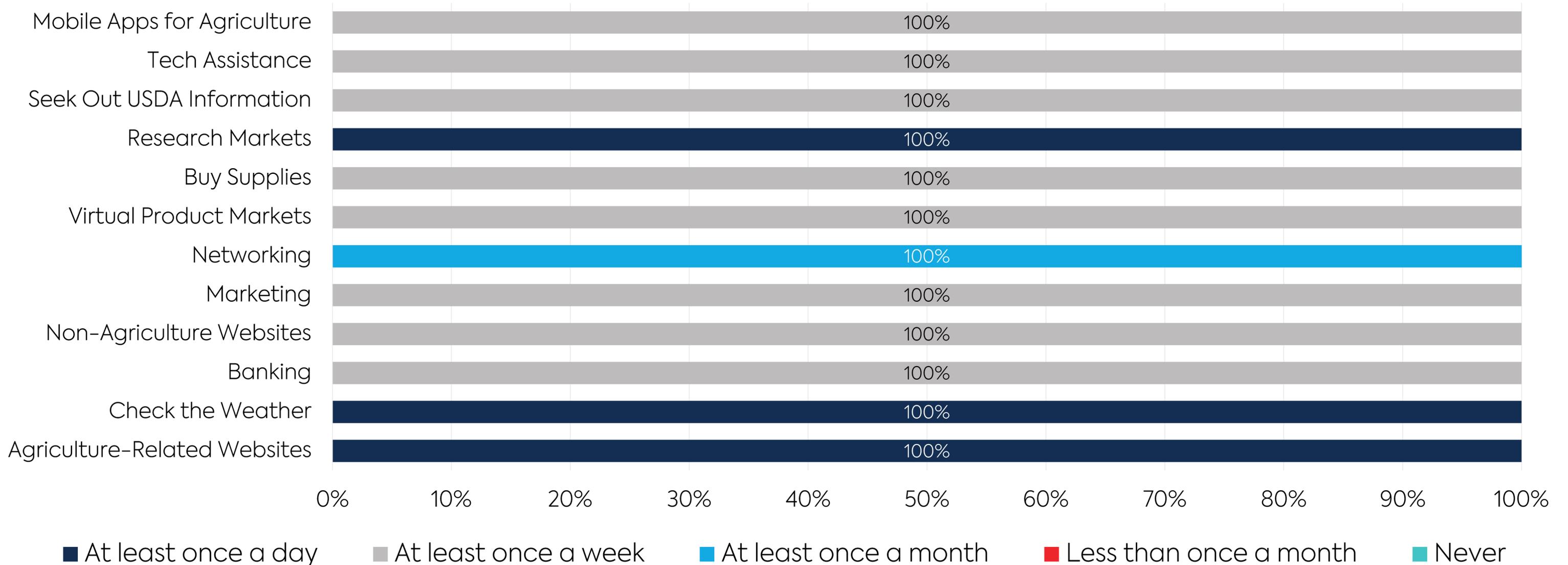
Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among internet-connected facilities in the community's agriculture sector, compared to those in other Connected communities.



Online Activity in the Agriculture Sector



An internet connection provides unparalleled access to a host of resources and information. This chart shows how frequently agricultural producers use these agriculture-related online activities.



Internet Service Across Operations



Many applications and connected equipment require access to a wireless or Wi-Fi network, often in remote areas. This chart shows the percentage of agricultural producers who subscribe to internet service and say they can access the internet from anyplace in their operation.

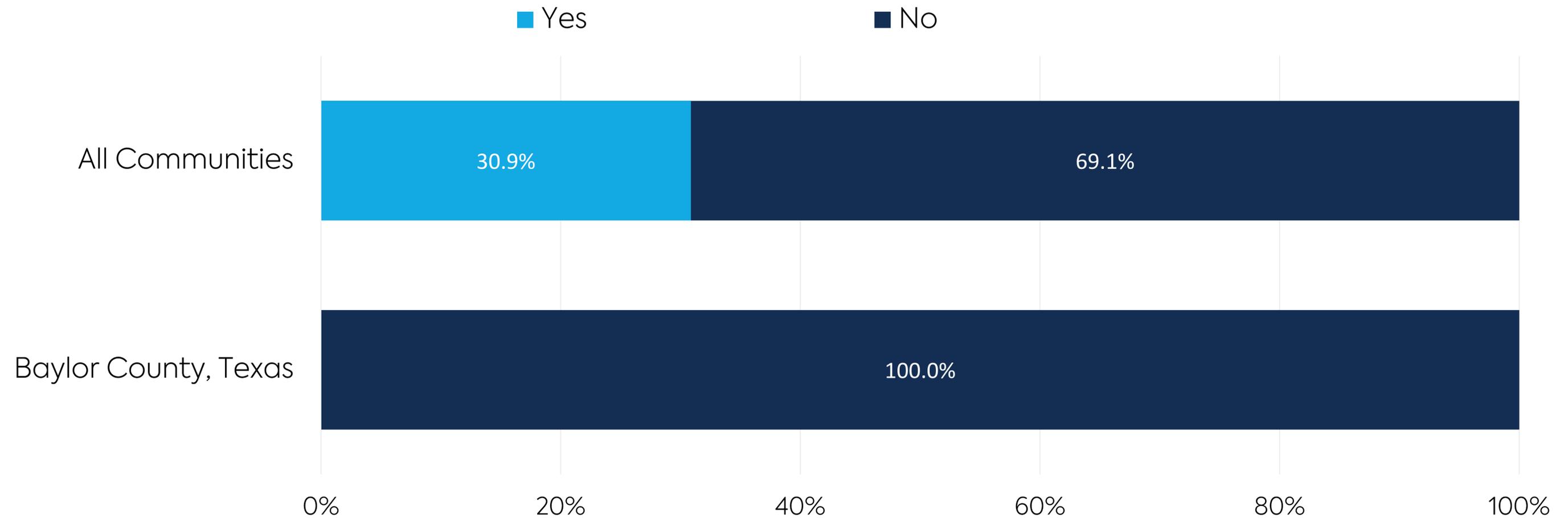


- Wi-Fi is accessible across the entire operation, including fields, pastures, and similar remote areas
- Wi-Fi is accessible throughout the main operation buildings and immediate surrounding area
- I can access the internet via a cellular/mobile network only

Satisfaction in the Agriculture Sector



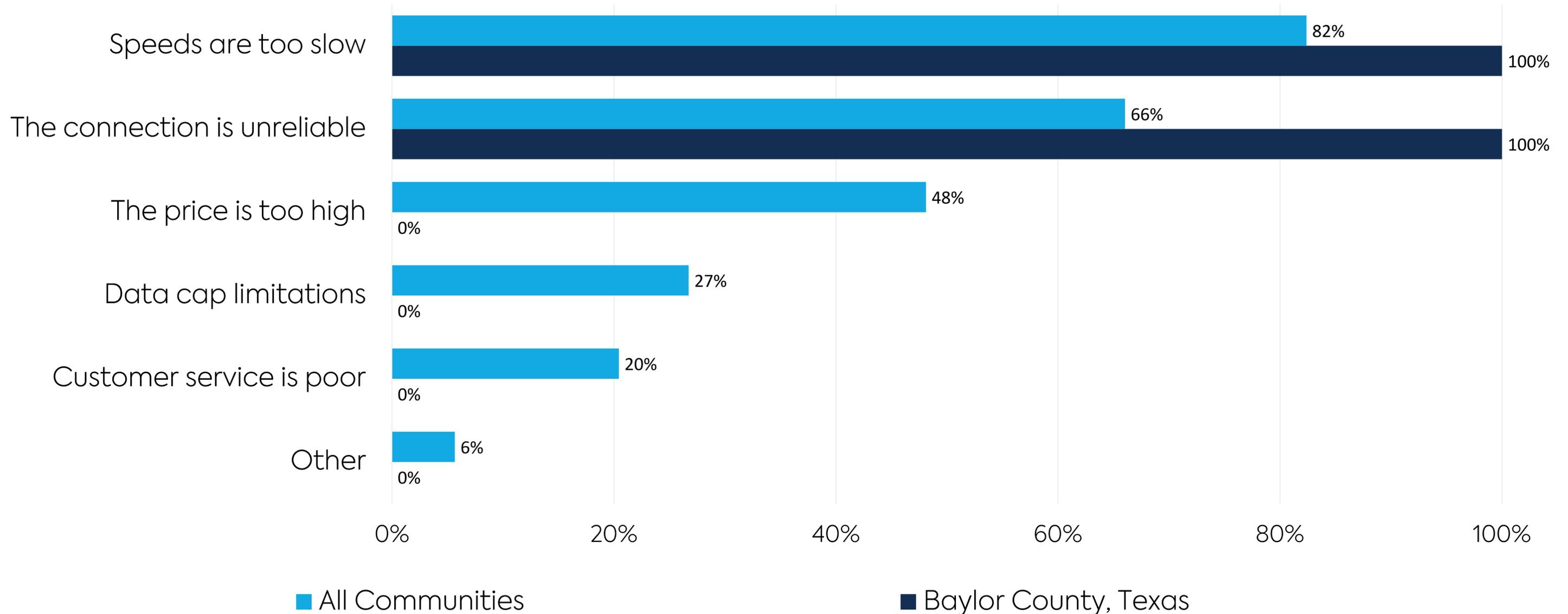
Competition provides communities with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percentage of agricultural producers who state their internet service meets or does not meet their needs.



Reasons for Dissatisfaction



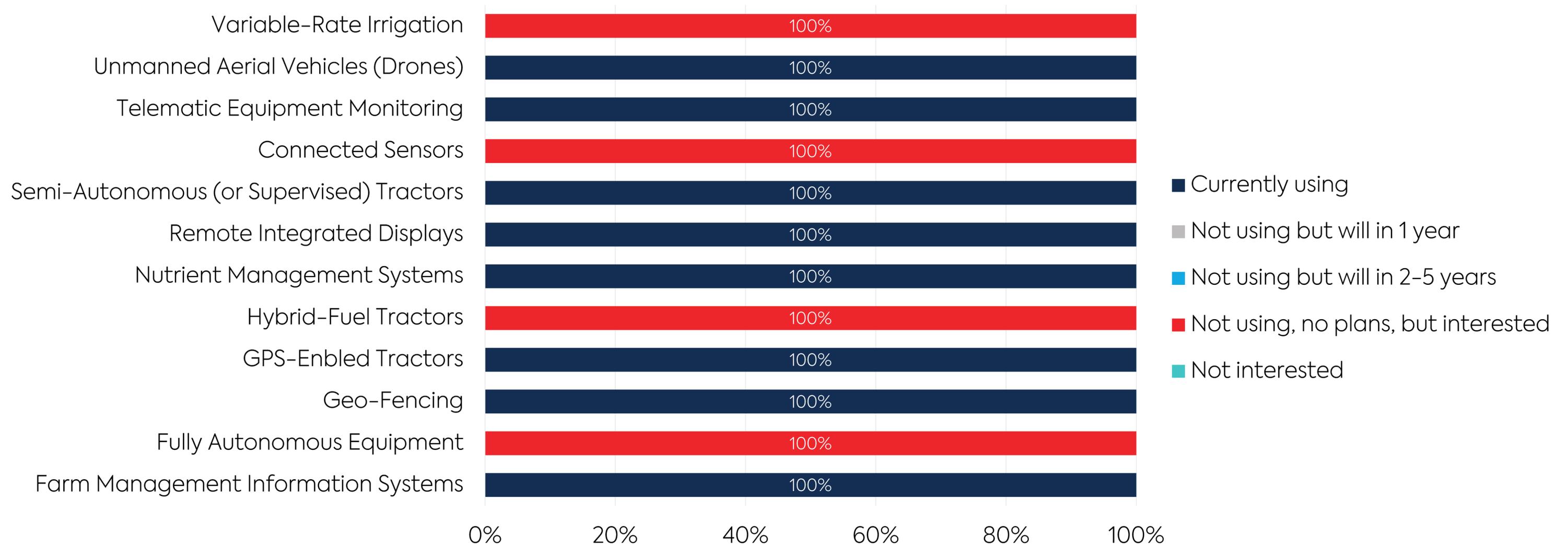
This chart shows the various reasons why local agricultural producers report being dissatisfied with their current internet service.



Agriculture Technology Applications



Twenty-first century agriculture operations have many opportunities to use technology to improve efficiency and increase production. This chart shows the usage and interest in the variety of technology-enabled equipment among agricultural producers.





Business Survey Results

Baylor County, Texas

Business Survey Results



Positive economic activity in a community depends on the success of its private-sector businesses to develop new and innovative products, provide services, attract investment, and create jobs. Small-business growth, entrepreneurship, and innovation are hallmarks of the American economic system. Internet connectivity — coupled with new technology, devices, and applications — is perpetuating these ideals in new and exciting ways. The data below show the connectivity and use of technology among businesses in the community, compared to those in other communities participating in Connected Nation’s Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity. This information was gathered through surveys distributed in the community.

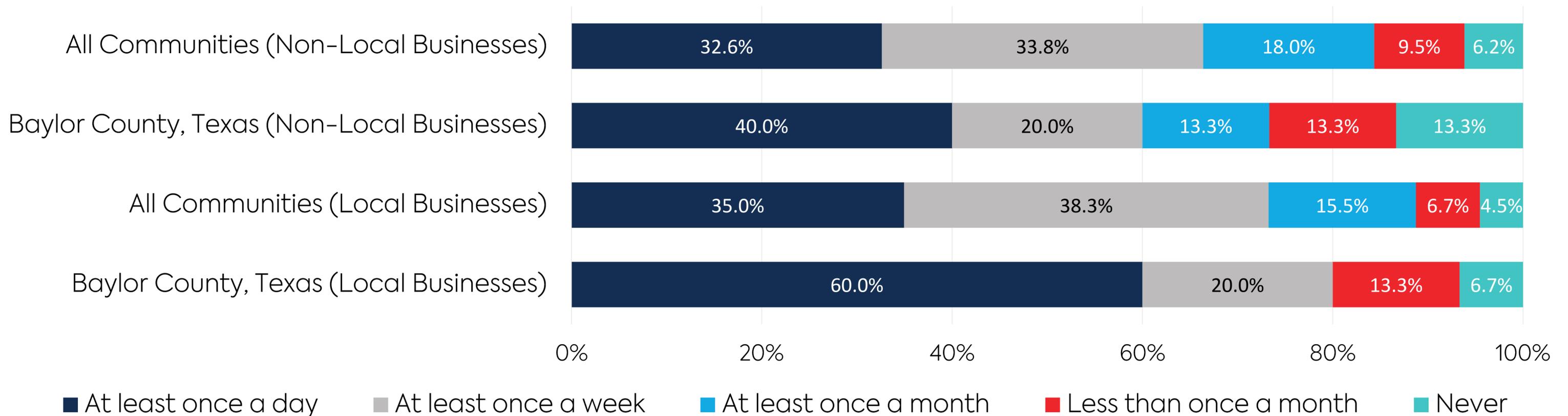
Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, no Baylor County businesses responded. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Digital Communications (Continued)



The chart below shows the frequency with which residents in the community report that they digitally interact with local and non-local businesses (i.e., those within 50 miles of the community and those farther than 50 miles, respectively). Examining the digital interaction of residents, and the digital communications tools used by local businesses, can help identify ways to increase the online presence of businesses in the community.

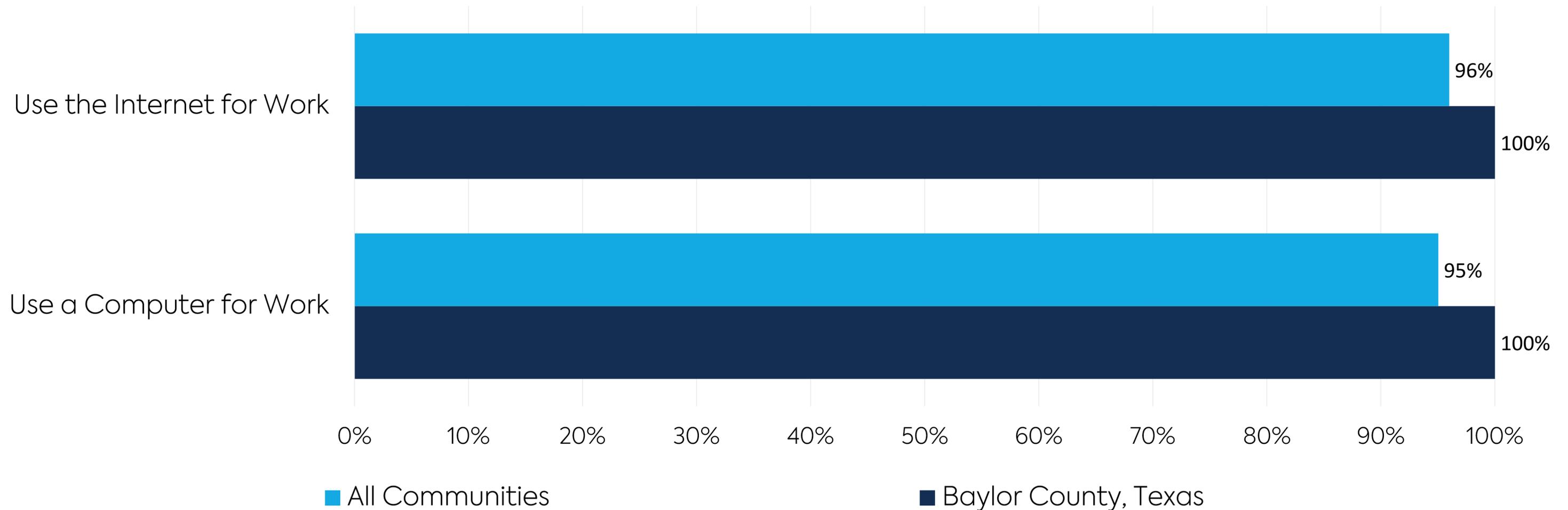
How Frequently Residents Interact with Businesses via the Internet



Computer and Internet Use at Work



Technology on the job is ever-changing as more internet-enabled devices and applications are developed to improve production and efficiency. The charts show the percentage of residents in the community who use 1) a computer at work, and 2) use the internet for work, compared to residents of other Connected communities.





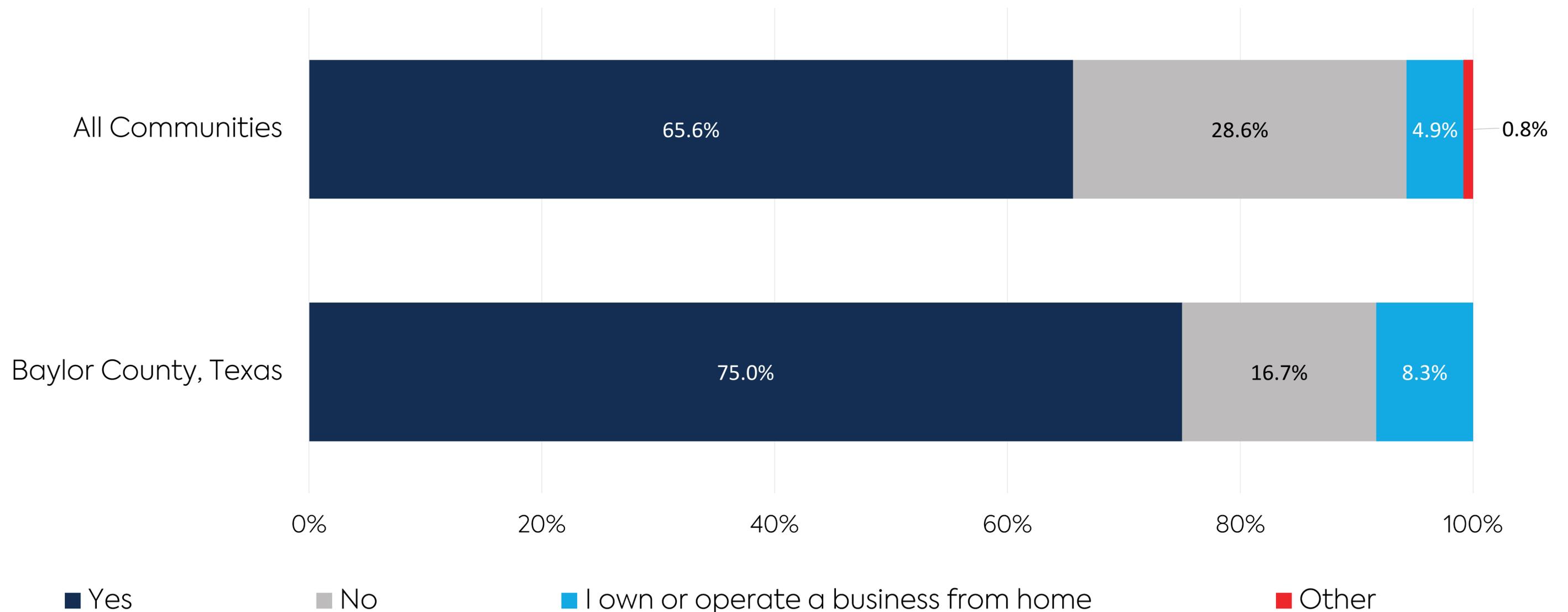
Teleworking, or telecommuting, refers to working outside of the conventional workplace by way of telecommunications or computer-based technology. Further, telework is a form of organizing and/or performing work, where work, which could be performed at the employer's premises, is carried out away from those premises. Teleworking is a spatially flexible work style that also typically involves greater flexibility in one's daily routine. Teleworkers typically have higher incomes and higher rates of advanced degree attainment. While traditional teleworkers are often thought of as those in management occupations or professional service industries, technology has recently enabled new opportunities for teleworkers across the occupational and industry sector spectrum. Teleworkers often are not included in typical measures of economic or workforce activity. Economic development strategies traditionally involve the attraction or retention of employers. While this is a critical part of growing a local economy, telework represents an opportunity to attract or retain employees even though their employers may not be located within the community, but only if those employees have access to advanced broadband infrastructure.

The following charts show the percentage of residents in the community who telework and from where they typically work, compared to residents of other Connected communities. The charts also show how frequently residents of the community telework.

Teleworking Rates



This chart shows how many employed survey respondents telework, compared to other Connected communities.

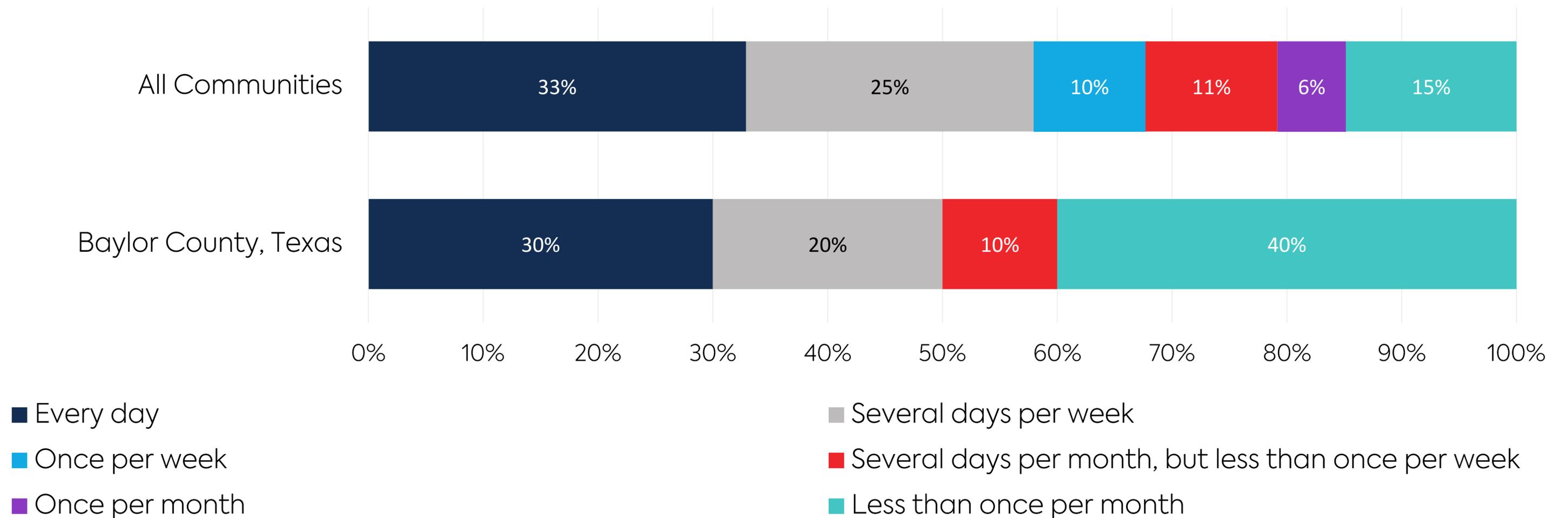


Teleworking Frequency



This chart shows how often teleworkers or telecommuters work from home instead of traveling to a central location for work. More teleworking days translates into fewer hours on the road, more time saved, and fewer greenhouse gasses released into the atmosphere.

How Frequently Teleworkers Typically Work From Home





Government Survey Results

Baylor County, Texas



Communities, residents, and businesses are served by several political subdivisions. These overlapping jurisdictions, all with varying responsibilities, include municipalities such as cities, villages, townships, boroughs, counties, regional development groups, utility districts, local expressions of state and federal agencies, and many others. Internet connectivity and related broadband-enabled applications allow these political subdivisions to take advantage of new and innovative ways to deliver existing or additional services to the public.

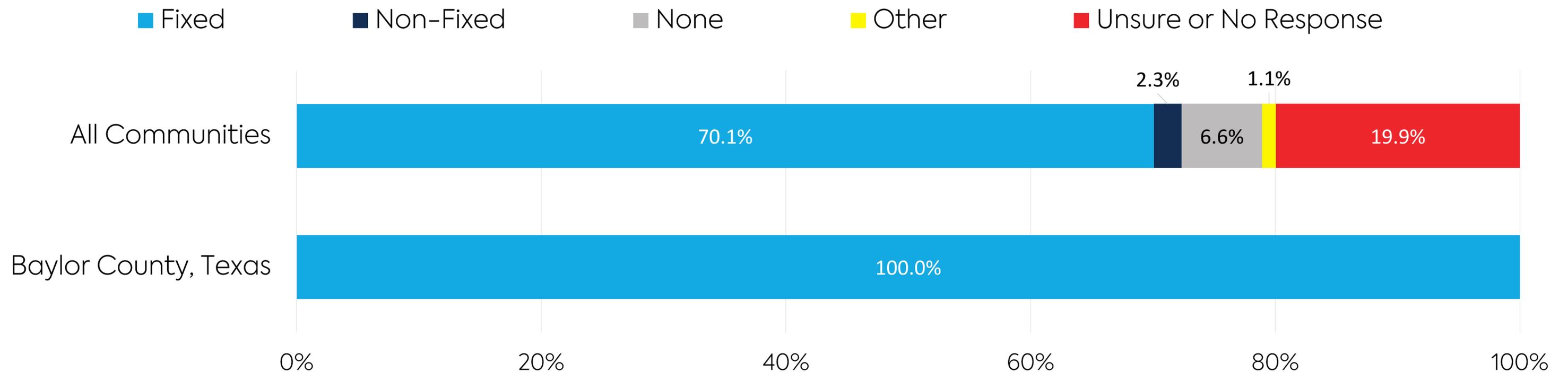
E-government services enable citizens to conduct business and communicate with their local units of government and political subdivisions more efficiently and conveniently, allowing for greater civic participation and efficient use of public resources. These data show the connectivity and use of technology among political subdivisions in the community, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, one Baylor County government agency responded. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Broadband Adoption in the Government Sector



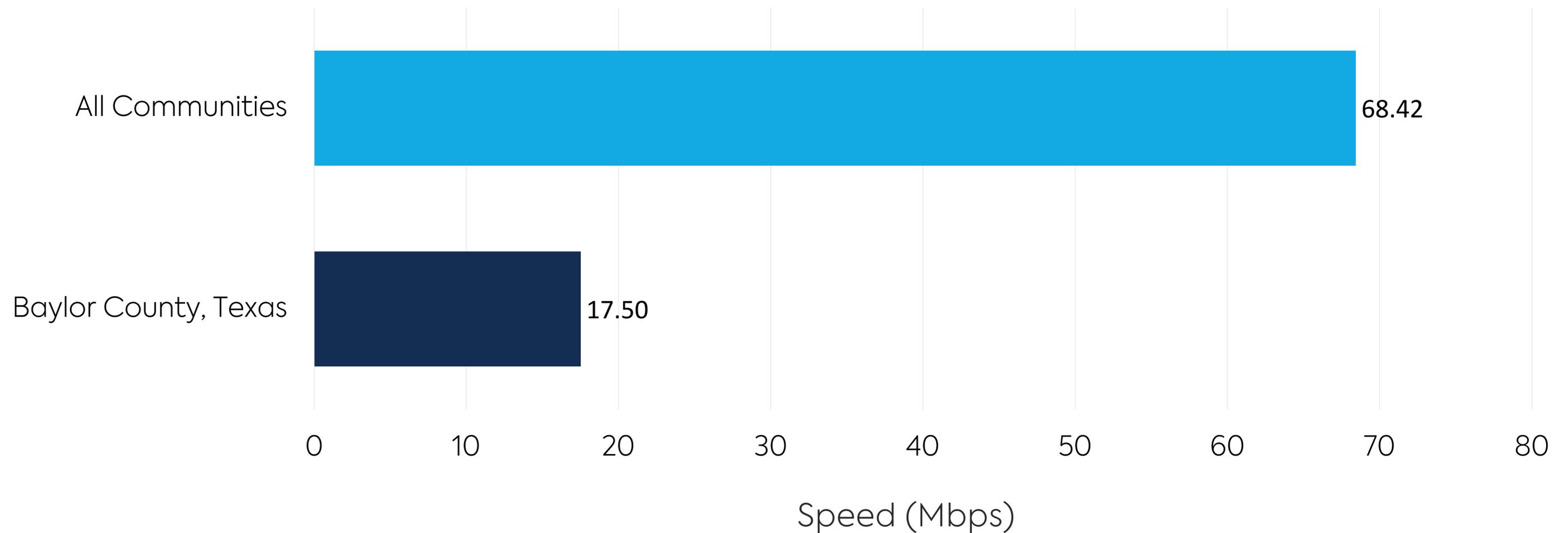
This chart shows the percentage of political subdivisions that subscribe to various types of broadband services or that are without a connection. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors.



Government Sector Download Speeds



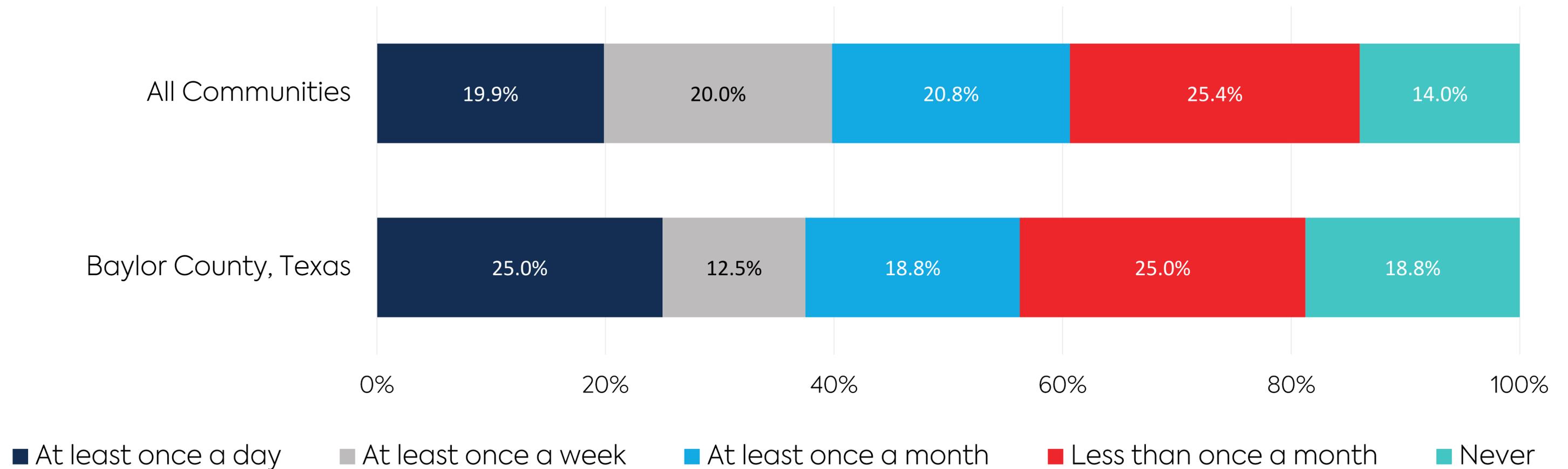
Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among political subdivisions in the community, compared to those in other Connected communities.



Digital Interaction



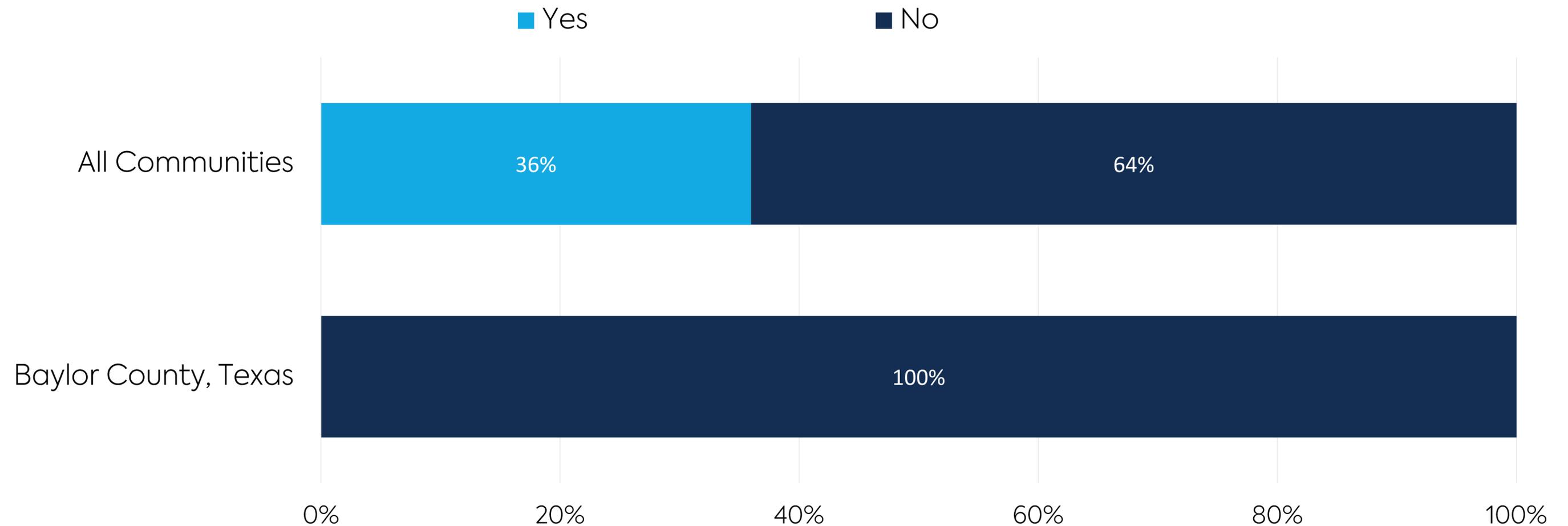
This chart shows the frequency with which residents in the community report that they digitally interact with their local government offices. Examining the digital interaction of residents, and the digital communications tools used by government agencies, can help identify ways to increase the online presence of the government sector.



Public Wi-Fi



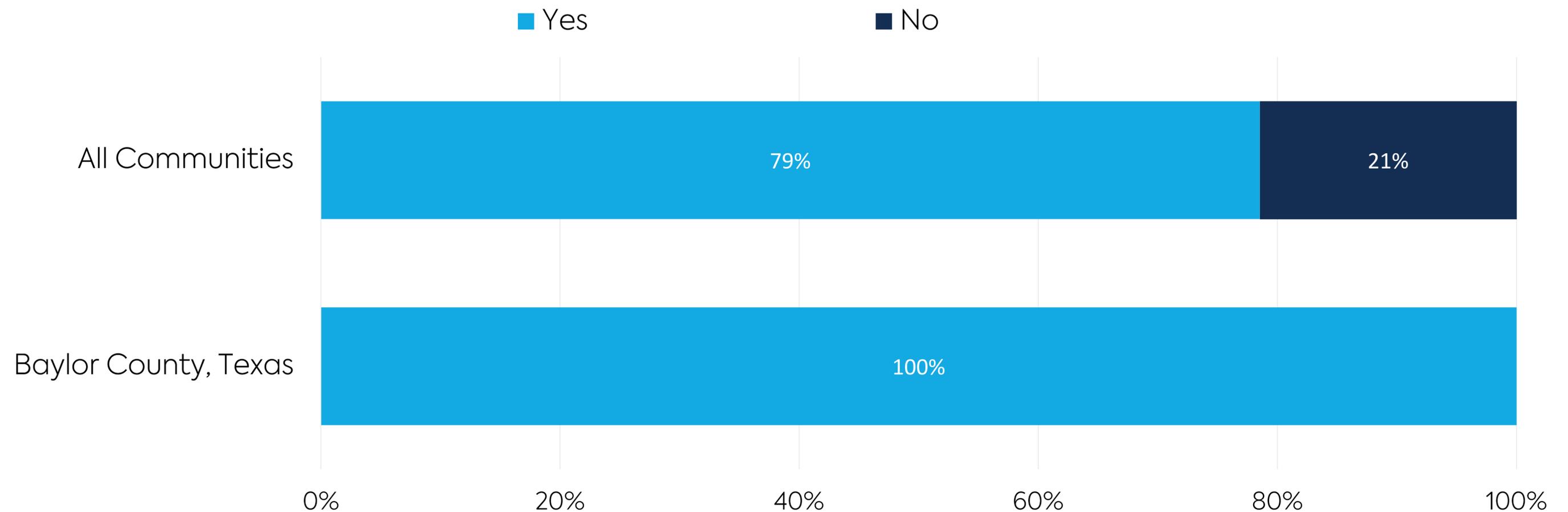
Public Wi-Fi can help create a better-connected community by providing additional access points for those with devices limited by mobile data plans or those without mobile broadband capability. This chart shows the percentage of political subdivisions that offer free Wi-Fi to the public.



Presence of a Website



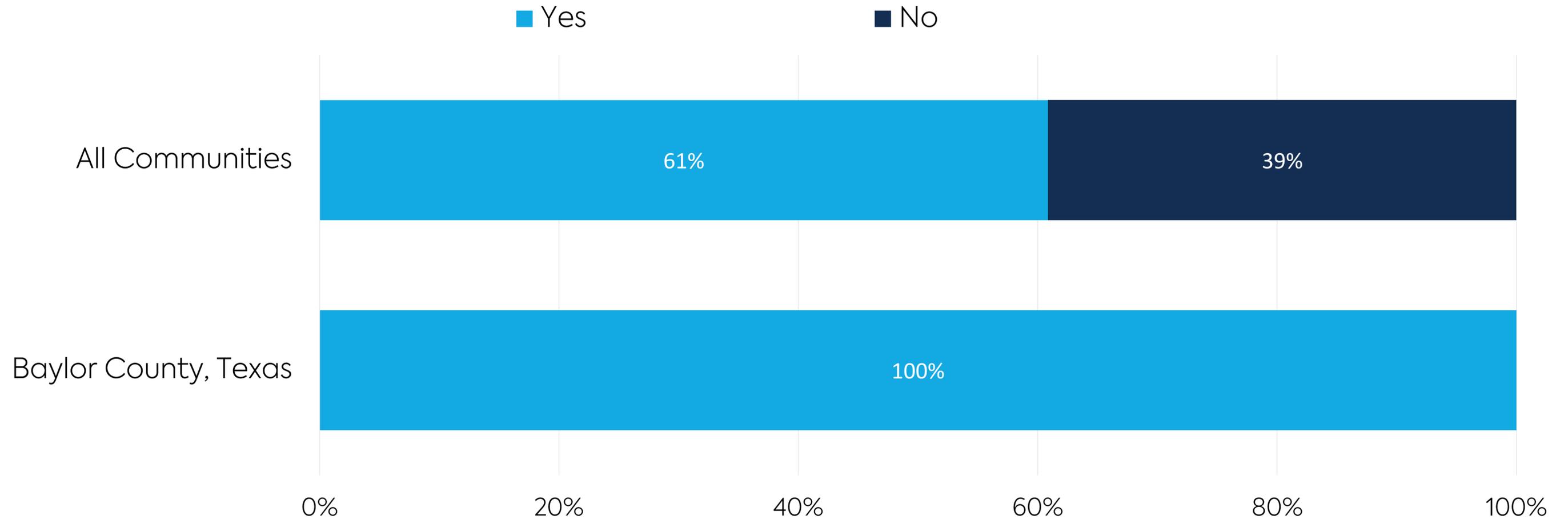
The website of a political subdivision may be the first point of contact a resident or business has with local government when an issue arises or information is required. This chart shows the percentage of political subdivisions in the community that have a website, compared to those in other Connected communities.



Satisfaction in the Government Sector



Competition provides communities with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percentage of political subdivisions that state their internet service meets or does not meet their needs.





Health Care Survey Results

Baylor County, Texas

Health Care Sector Survey Results



Access to quality health care is essential for quality of life in any community. From emergency services and family practitioners to specialists, laboratories, and mental health services, access to health care provides opportunities for all to live healthy, fulfilling lives. New health care technology developments offer not only new treatments and methods of diagnosis, but also greater access to health care providers via the internet. This is especially critical for two primary groups: 1) those living in rural communities who may not have local options for various specialty health care providers, and 2) those unable to physically visit a doctor's office due to medical conditions or other issues.

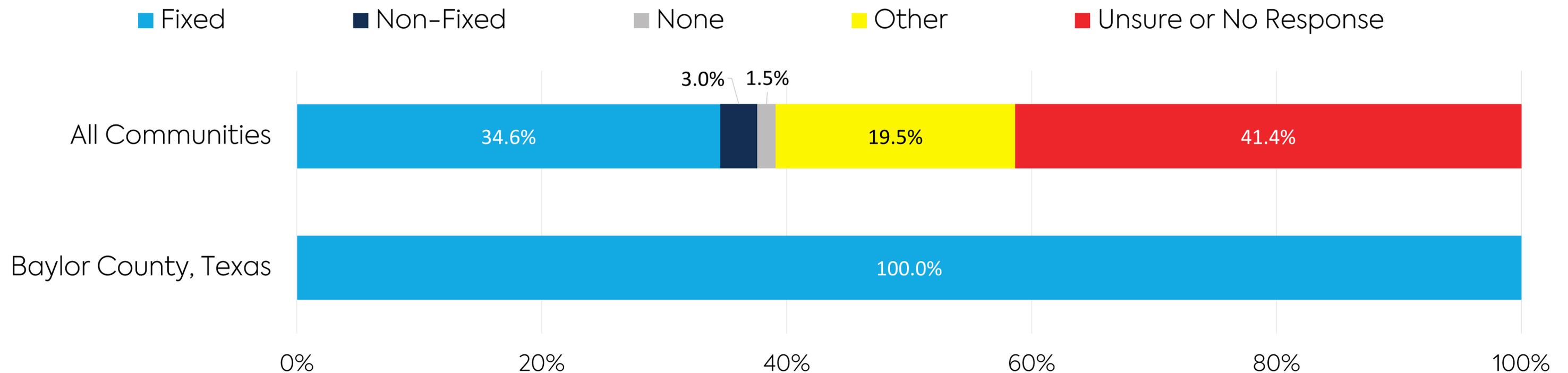
The data in the following charts show the connectivity and use of technology among health care facilities in the community, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity in the community.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, two Baylor County health care facilities answered this survey. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Broadband Adoption in the Health Care Sector



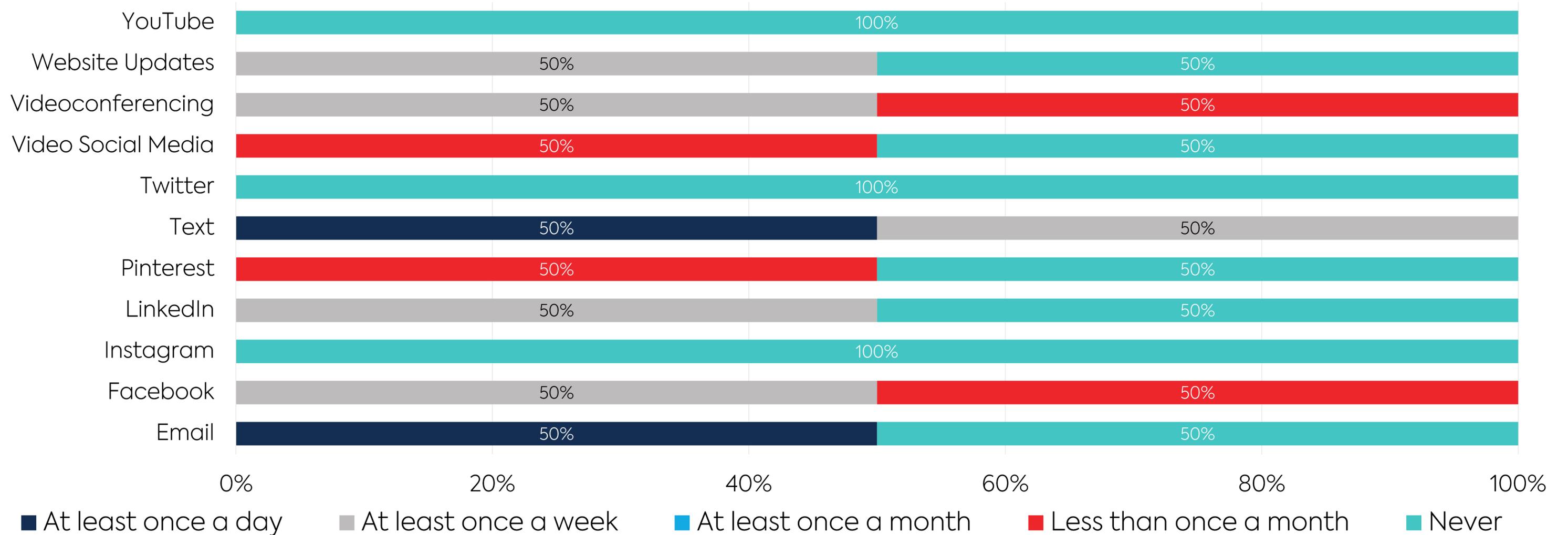
This chart shows the percentage of health care facilities that subscribe to various types of broadband services or that are without a connection. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These types of non-fixed internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors.



Digital Communications



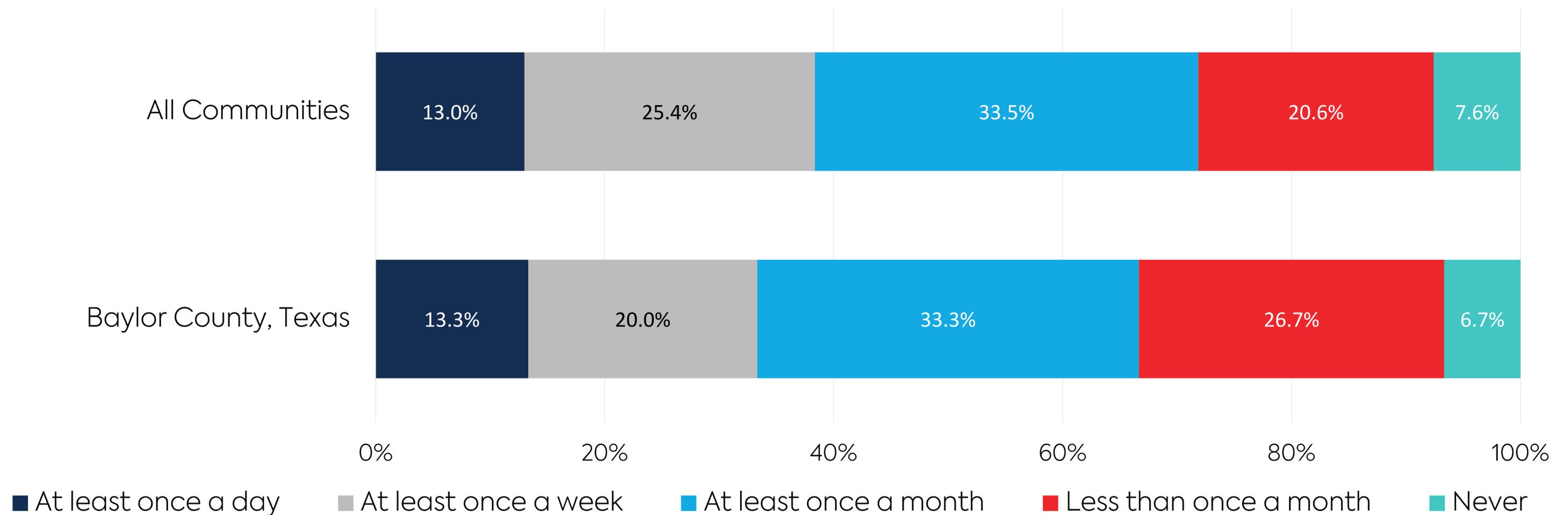
Digital communications tools are critical for health care facilities to communicate with the public. This chart shows the average frequency with which local health care facilities use these digital communications tools.



Digital Interaction



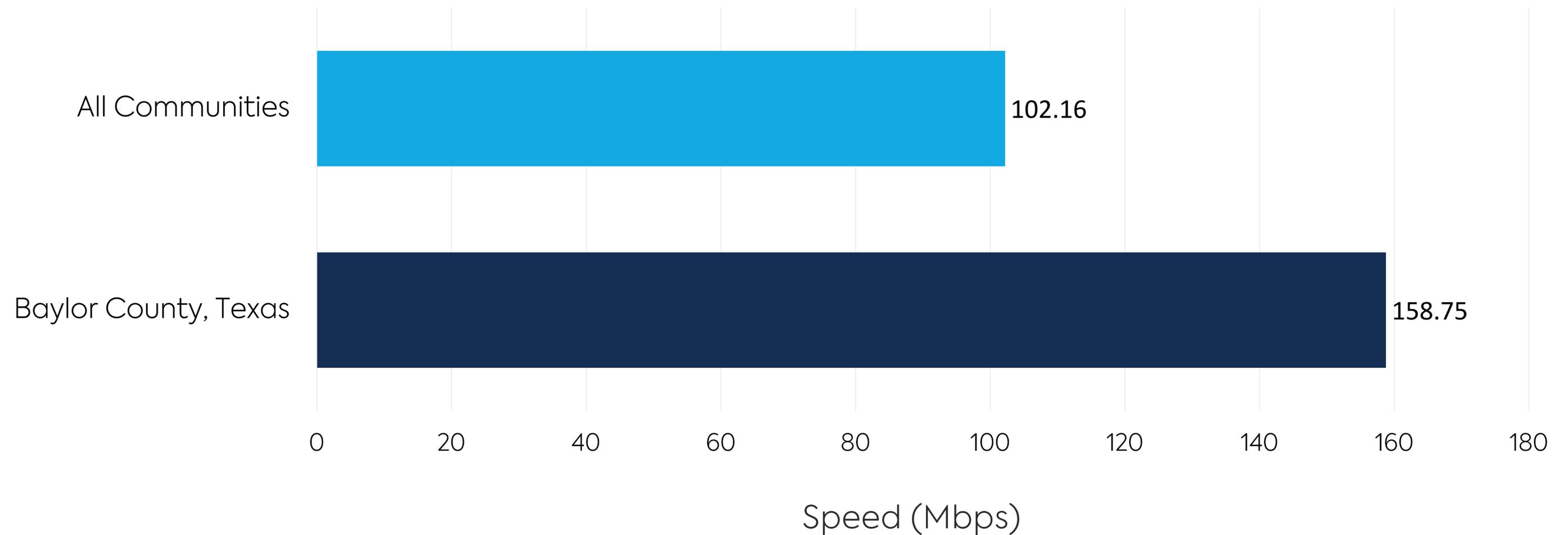
This chart shows the frequency with which residents in the community report that they digitally interact with facilities in the health care sector. Examining the digital interaction of residents, and the digital communications tools used by health care facilities, can help identify ways to increase the online presence of the health care sector.



Health Care Sector Download Speeds



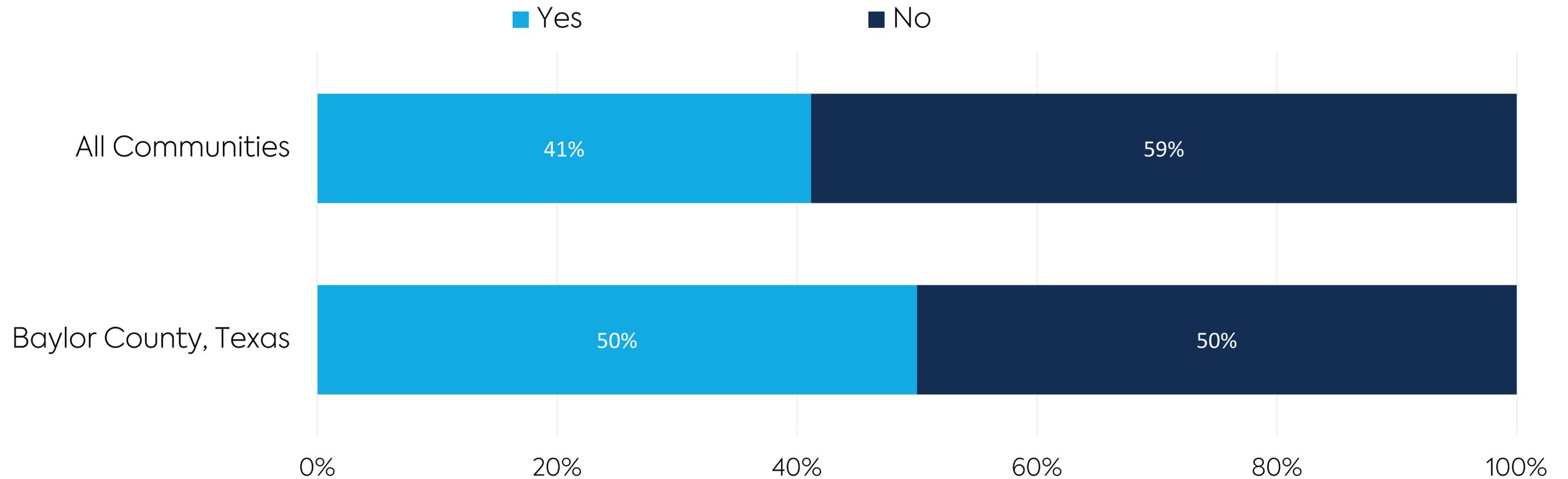
Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among health care facilities with a connection in the community, compared to those in other Connected communities.



Public Wi-Fi



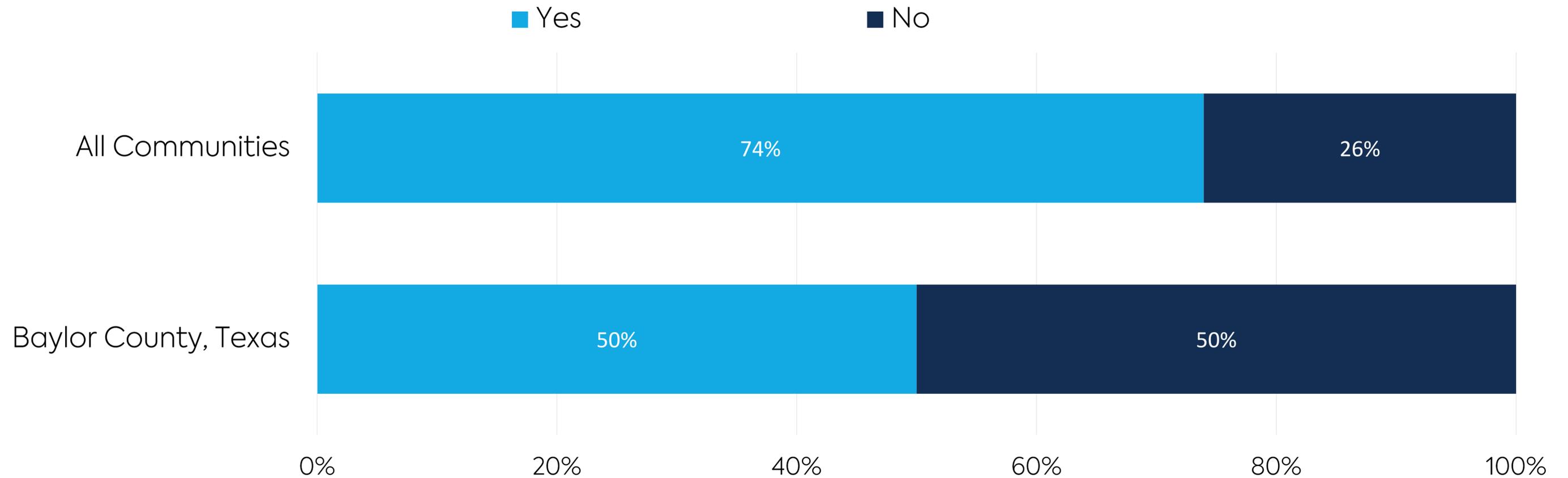
Public Wi-Fi can help create a better-connected community by providing additional access points for those with devices limited by mobile data plans or those without mobile broadband capability. This chart shows the percentage of health care facilities in the community that offer free public Wi-Fi access at their location, compared to those in other participating communities.



Presence of a Website



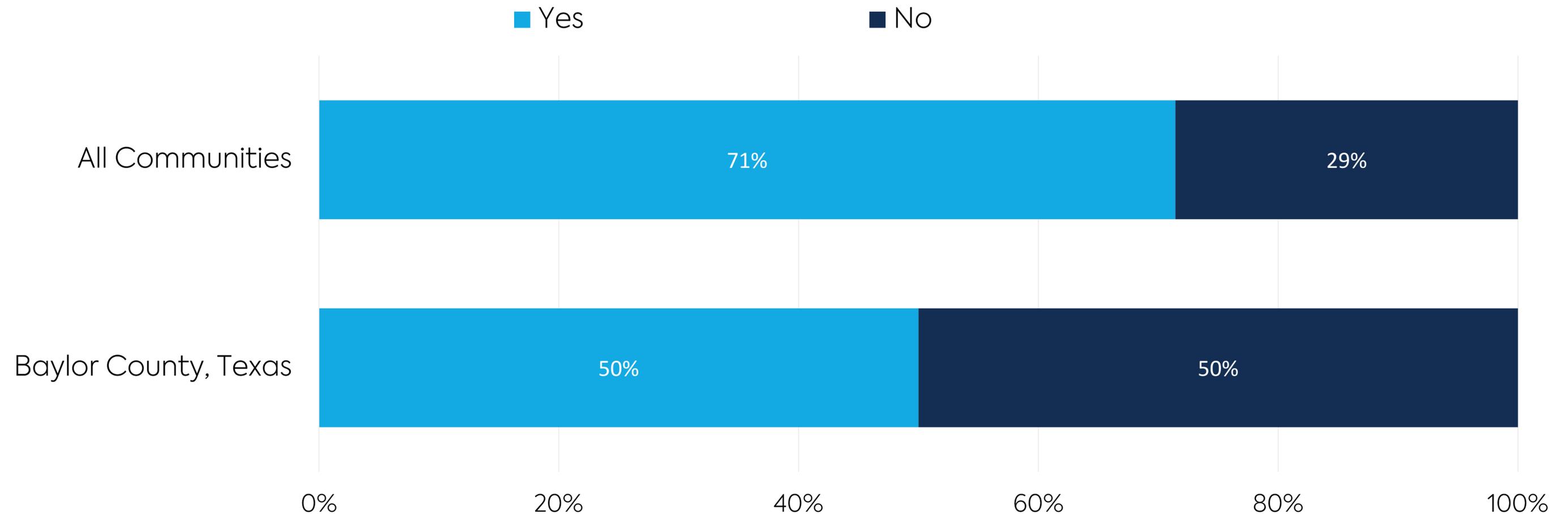
The website of a health care facility may be the first point of contact a patient has when an issue arises or information is required. Therefore, the websites of these facilities should provide relevant information in an easily accessible and flexible digital environment. This chart shows the percentage of health care facilities in the community that have a website.



Service Satisfaction



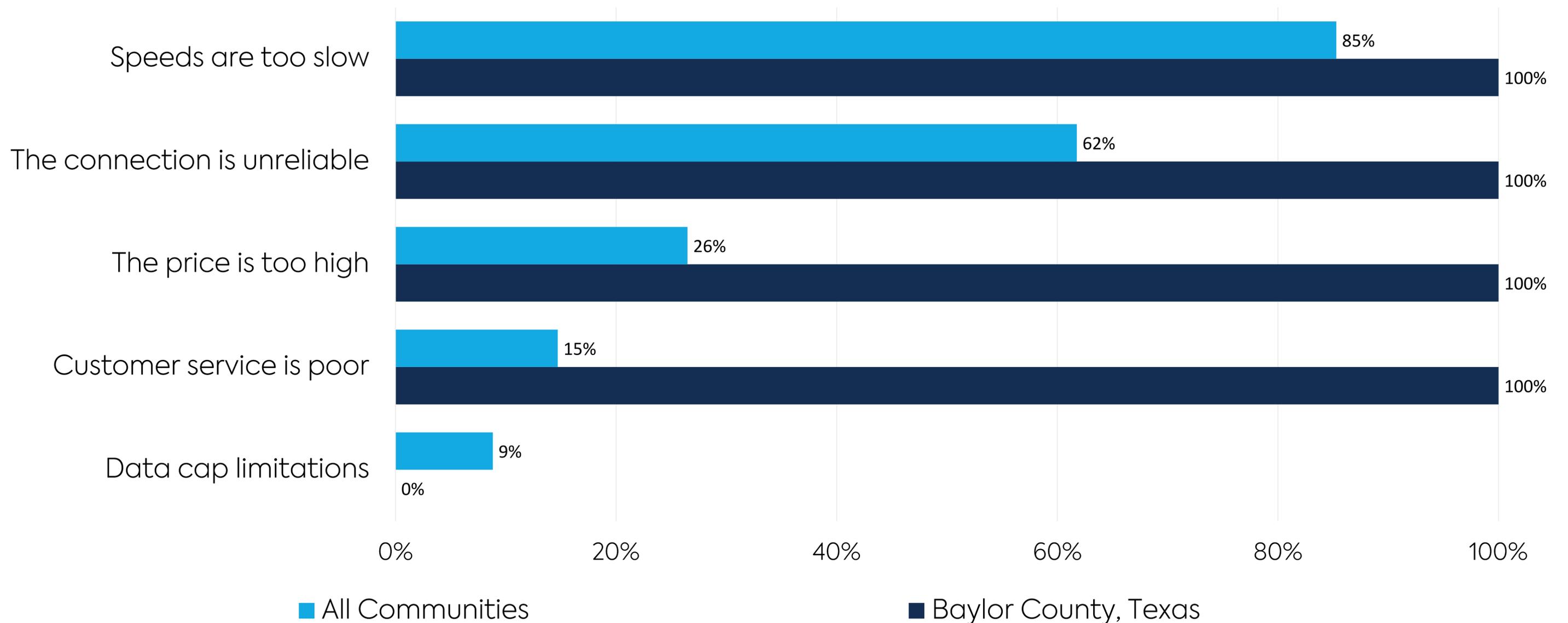
Competition provides communities with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percentage of health care facilities that state their internet service meets or does not meet their needs.



Reasons for Dissatisfaction



This chart shows the various reasons why health care facilities report being dissatisfied with their current internet service.





Higher Education Survey Results

Baylor County, Texas

Higher Education Survey Results



Post-secondary education contributes significantly to the talent and workforce development of a community. While the structure of K-12 education is relatively similar from one community to the next, higher education can take many forms. From community colleges and traditional universities to trade schools, higher education offers a variety of educational programs and content to meet the community's needs. Higher education can also attract students and faculty from abroad. Similar to K-12 institutions, higher education has many opportunities to leverage internet-enabled technologies to facilitate a more robust learning environment.

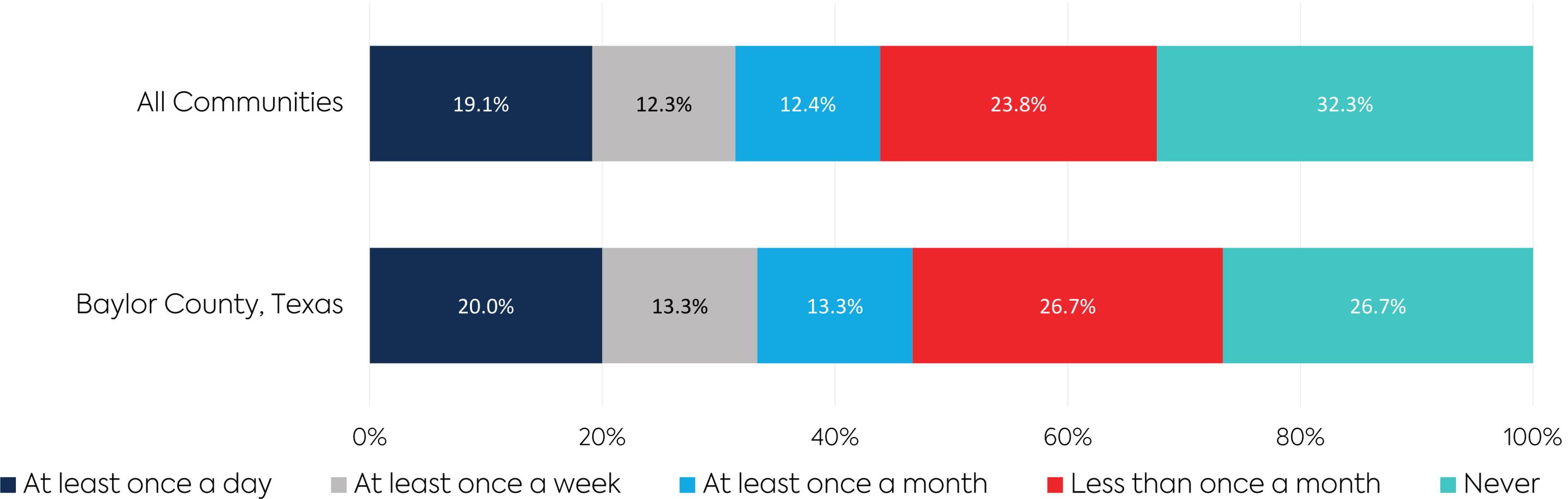
These data show the connectivity and use of technology among higher education institutions in the community, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity. This information was gathered through surveys distributed in the community.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, no Baylor County higher education institutions responded. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Digital Interaction



This chart shows the frequency with which residents in the community report that they digitally interact with higher education institutions. Examining the digital interaction of residents, and the digital communications tools used by higher education institutions, can help identify ways to increase the online presence of these institutions.





K-12 School Sector Survey Results

Baylor County, Texas

K-12 School Survey Results



K-12 institutions are the cornerstone of a community's educational system. K-12 education provides students with the knowledge and opportunity to become productive members of the next generation workforce. Schools, along with libraries, have traditionally been early technology adopters, focused on the ways in which internet-enabled devices and applications can enhance the learning environment and provide students with opportunities beyond the classroom.

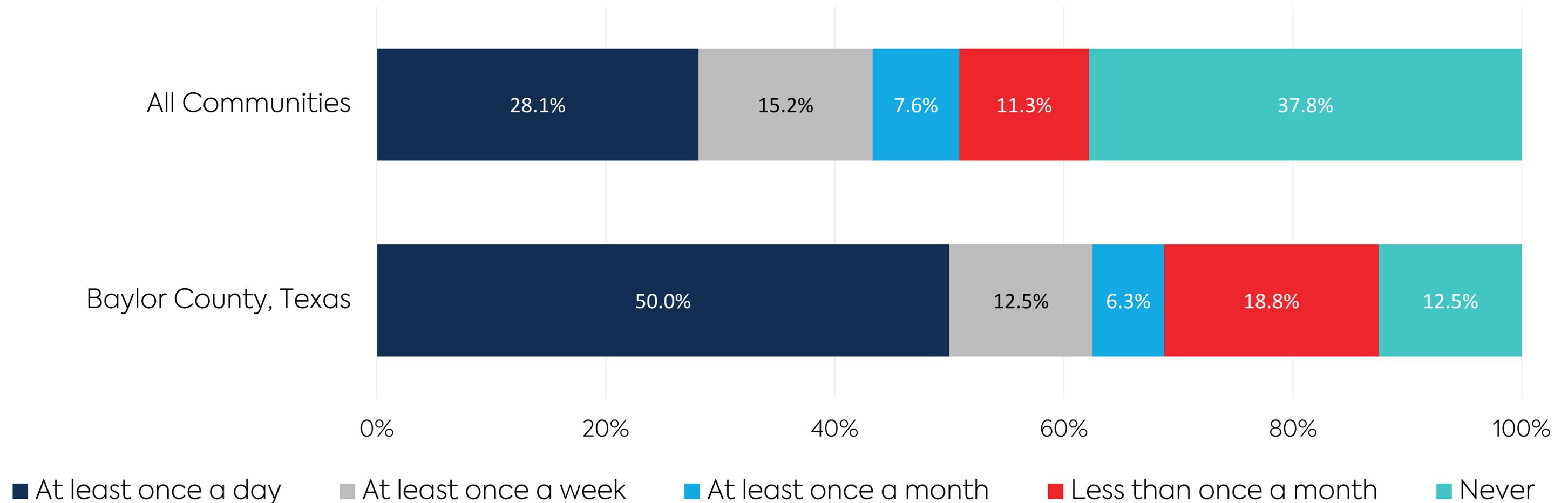
The following data show the connectivity and use of technology among K-12 schools in the community, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity in the community.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, one Baylor County K-12 facility responded to the survey. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Digital Interaction



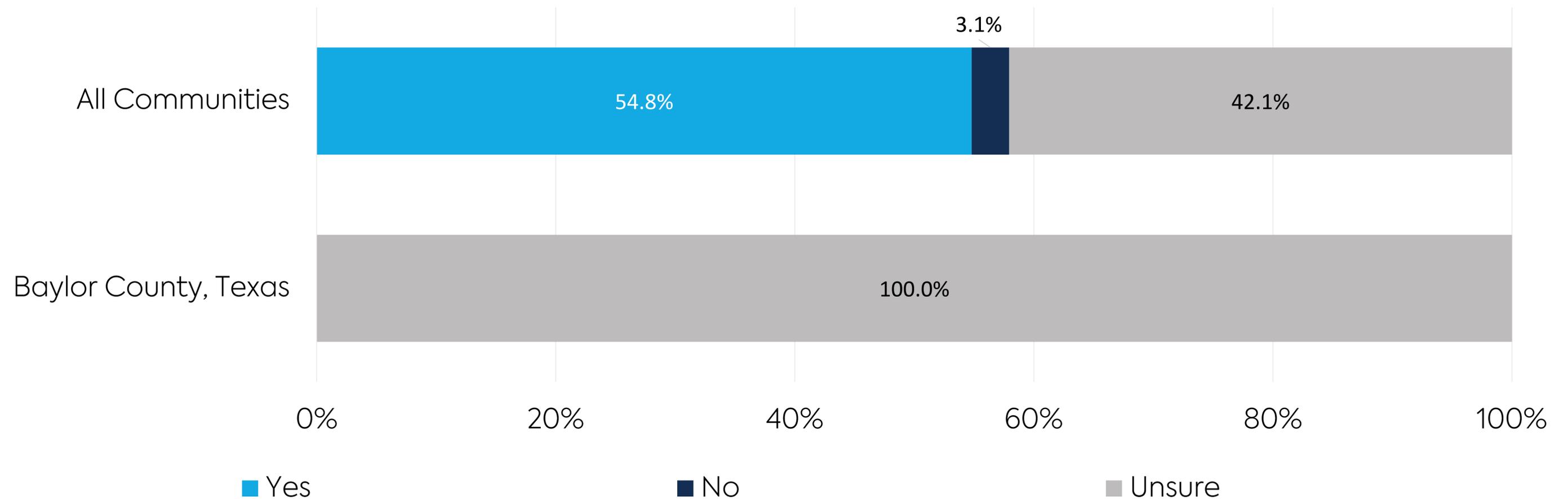
This chart shows the frequency with which residents in the community report that they digitally interact with K-12 institutions. Examining the digital interaction of residents, and the digital communications tools used by K-12 institutions, can help identify ways to increase the online presence of these institutions.



E-Rate Participation



The Schools and Libraries Program, also known as E-Rate, makes telecommunications and information services more affordable for schools and libraries by providing discounts on service, funding for equipment, and construction of internet connections. This chart shows the status of E-Rate participation for schools in the community, compared to schools in other Connected communities. Federal funding is left on the table if schools do not participate in the program.





Library and Community Organization Sector Survey Results

Baylor County, Texas

Library and Community Organization Survey Results



Libraries and other community organizations serve a vital role in providing access to information and technology for the entire community. Libraries often host public computers with internet access for use by those without a device or connection at home and provide technology training to develop a more digitally literate community.

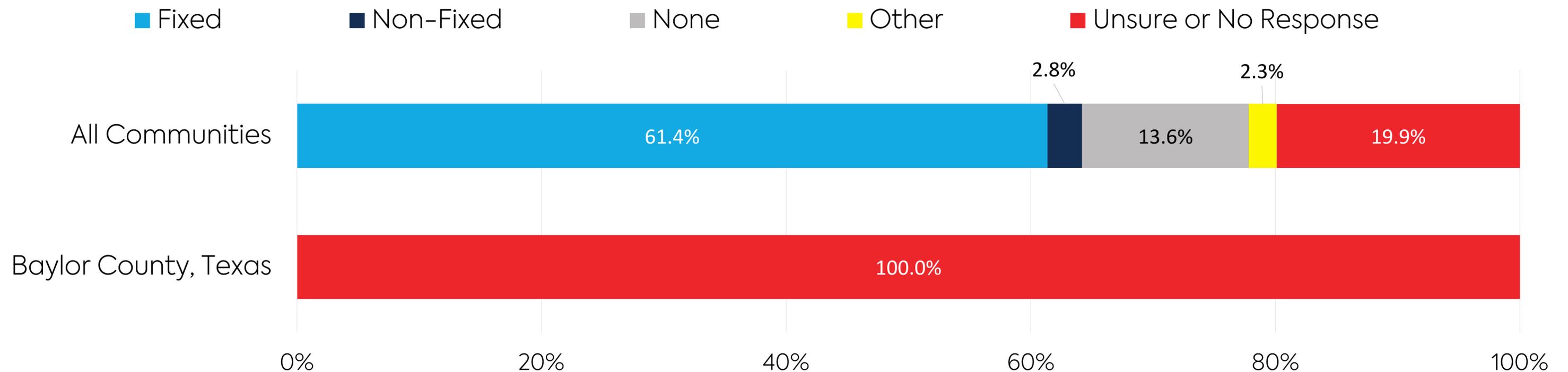
The following data show the connectivity and use of technology among libraries and organizations, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity in the community.

The library sector includes public and private libraries, as well as other non-governmental organizations that serve the community. Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, one Baylor County library completed the survey. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Broadband Adoption in the Library Sector



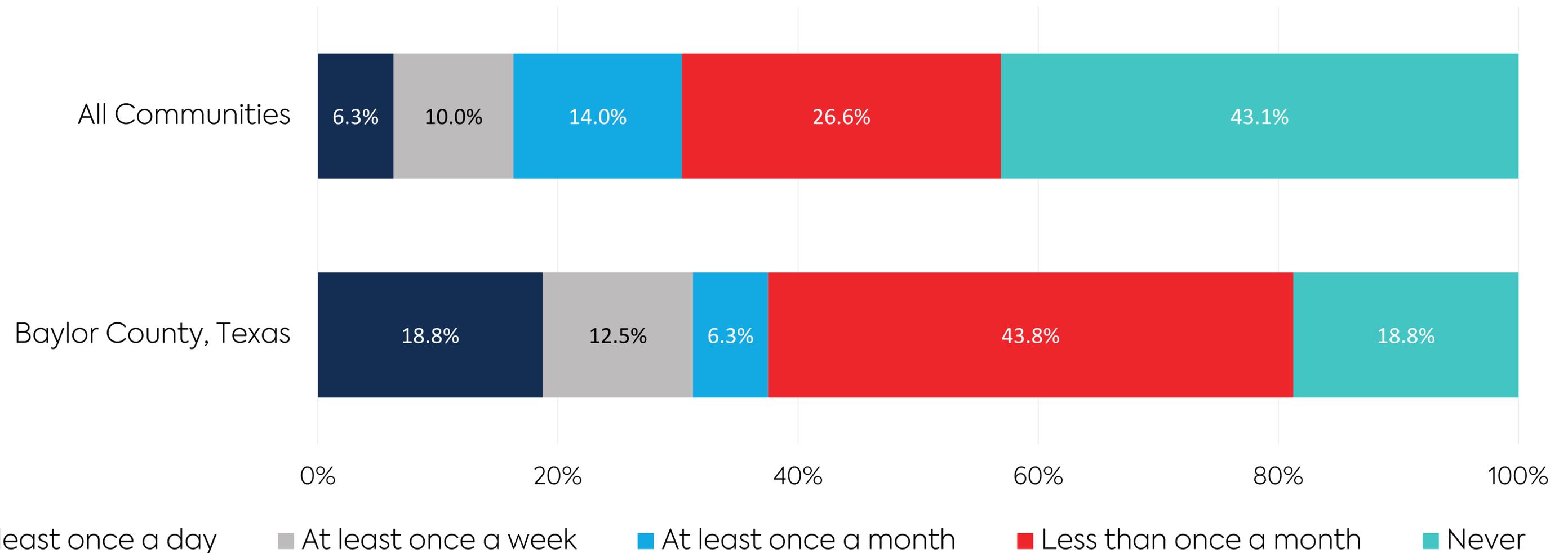
This chart shows the percentage of libraries and community organizations that subscribe to various types of broadband services or that are without a connection. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while non-fixed connections include dial-up, satellite, and mobile-only services. These non-fixed internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors.



Digital Interaction



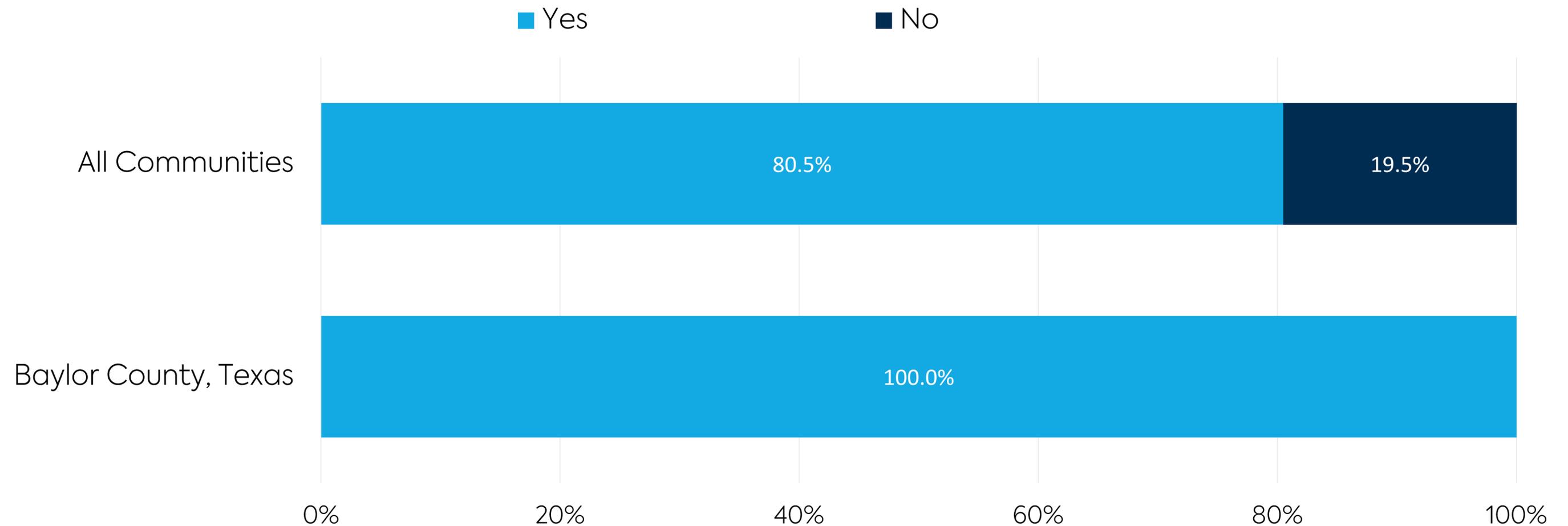
This chart shows the frequency with which residents in the community report that they digitally interact with organizations and libraries. Examining the digital interaction of residents, and the digital communications tools used by local institutions, can help identify ways to increase the sector's online presence.



Presence of a Website



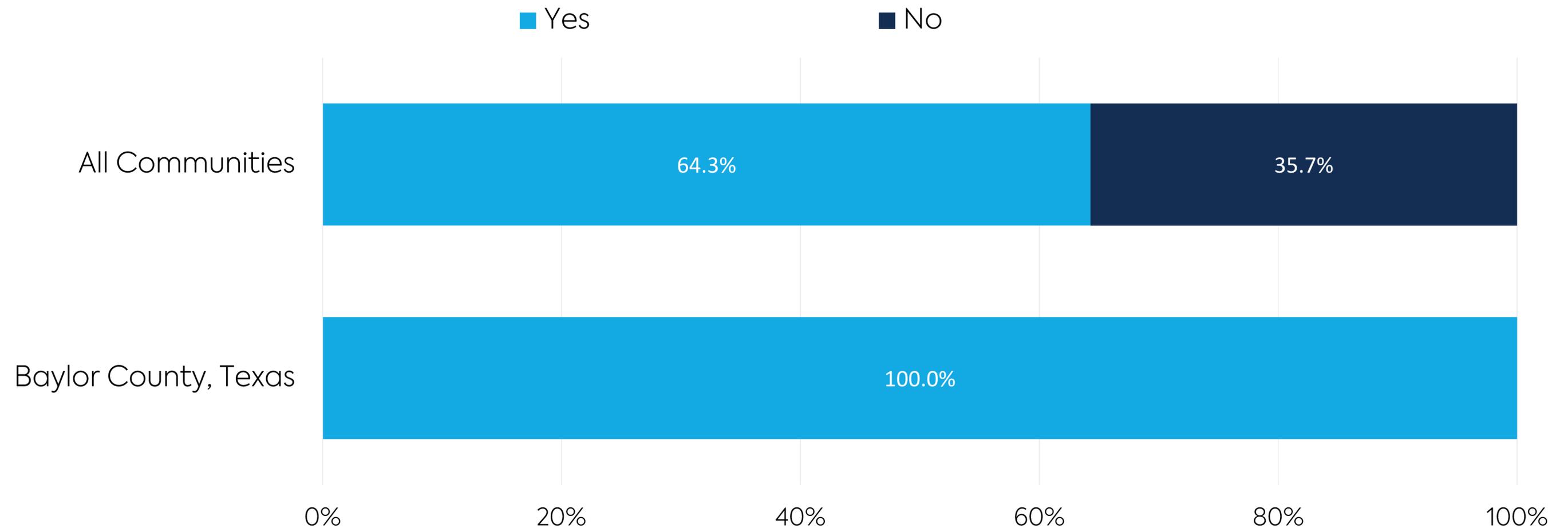
The website of a library or community organization may be the first point of contact a resident or business has when an issue arises or information is required. This chart shows the percentage of libraries and organizations in the community that have a website, compared to those in other Connected communities.



Public Wi-Fi



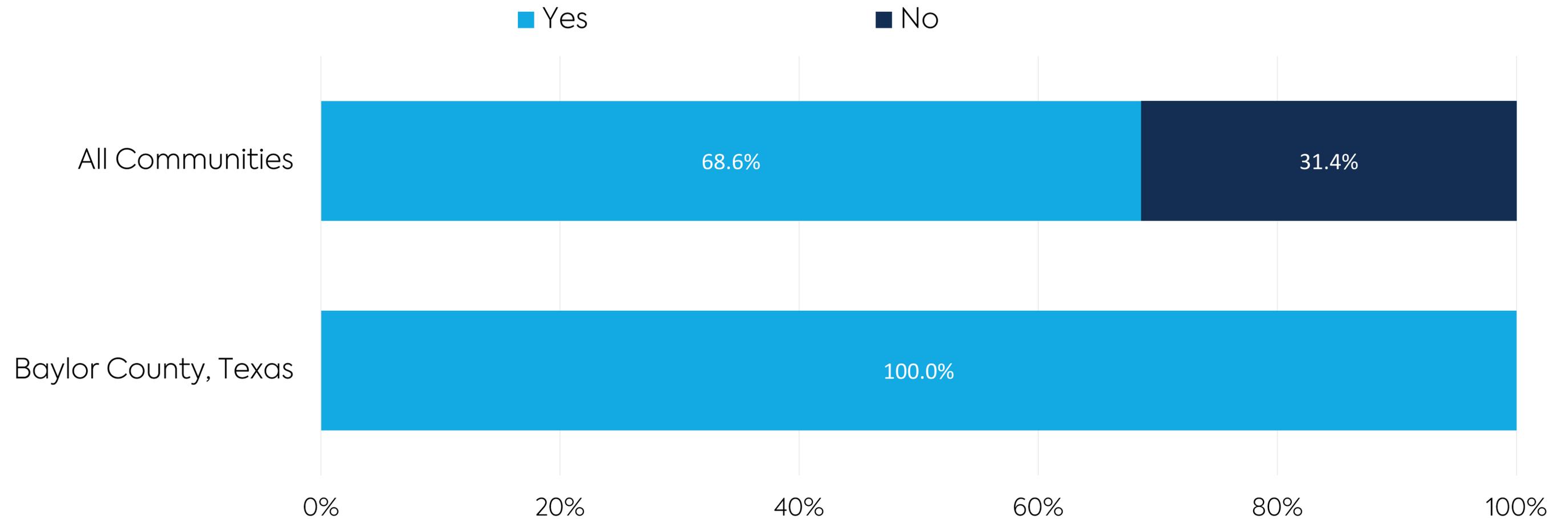
Public Wi-Fi can help create a better-connected community by providing additional access points for those with devices limited by mobile data plans or those without mobile broadband capability. This chart shows the percentage of libraries and community organizations that offer free Wi-Fi to the public.



Satisfaction in the Library Sector



Competition provides communities with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percentage of libraries and community organizations that state their internet service meets or does not meet their needs.





Public Safety Sector Survey Results

Baylor County, Texas

Public Safety Survey Results



Police, fire, and emergency medical services, along with other supporting staff and organizations, are critical to the health, safety, and well-being of a community. As with the other critical sectors, broadband-enabled technology has changed and improved the ways in which public safety entities serve and protect. Additionally, the internet has brought about a new wave of criminal activity known as cybercrime. Cybersecurity and prevention, and the swift investigation and response to cybercrime from local, state, and federal law enforcement, can help keep a community safe from virtual threats such as fraud, identity theft, hacking, spam, and ransomware.

These data show the connectivity and use of technology among public safety agencies in the community, compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity.

Data from Baylor County represent survey responses collected between January 2023 and May 2023. During this time, no Baylor County public safety agencies completed this survey. Data from all Connected communities represent survey responses collected between January 1, 2021, and April 30, 2023. As more communities participate in the Connected program, these figures are likely to change.

Digital Interaction



This chart shows the frequency with which residents in the community report that they digitally interact with public safety agencies. Examining the digital interaction of residents, and the digital communications tools used by local agencies, can help identify ways to increase the sector's online presence.

