To connect everyone as effectively and efficiently as possible, SWIFT collects information about the internet use experience of residents, farms and businesses across the region. SWIFT collaborates with the Regional and Rural Broadband project at the University of Guelph to analyze the data. This information helps to measure the social benefit and economic outcomes of investing in improved broadband infrastructure.

Below, you'll find information about voluntarily completing a User Survey for the SWIFT Initiative.

Who can participate in the surveys?

We are collecting information from two main groups of internet users. Each group has their own survey link which can be found on the SWIFT website: www.swiftruralbroadband.ca

1. <u>Businesses</u> of all sizes located in Southwestern Ontario, Caledon and Niagara Region.

2. <u>Households or residential premises</u> in Southwestern Ontario, Caledon and Niagara Region. This includes <u>farms and seasonal dwellings such as cottages</u>.

What questions are in the surveys?

The questions vary according to the type of user group. All surveys will ask about internet service at the premise. Information about internet connectivity includes the type of connection and access, bandwidth, download and upload speeds, duration of monthly plan, number of on-site users, etc.

What information should you have on hand to answer the survey?

Participants should have their Telecom Service Provider name and monthly costs for your Internet service information at hand. For Business Users with multiple sites, please have the list of user sites and addresses available to input into the survey.

How long does it take to complete the survey?

Depending on the detail provided in your answers, it should take you approximately 15 minutes to complete.

Can I start and then finish the survey at a later time/date?

Yes, if you use the same computer. Once you open the survey link and begin to complete the survey your information will be saved.

Is the information I provide kept confidential?

Participation in this survey is voluntary; you may decline to answer any of the questions except the granting of consent and location. Your responses to the survey will be made anonymous and your responses will remain confidential. No personal identifiers will be reported or shared that would allow you to be identified without your consent.

The information helps to assess and address current opportunities and challenges related to Internet connectivity. This information is used to design, build and evaluate the SWIFT Network. For analytical purposes, SWIFT will share this information with the University of Guelph's R2B2 Project and store it in the SWIFT data base. The anonymized survey data will be kept in a secure server location which is accessible to only the designated staff and will be retained for 20 years. Results without personal identifiers may be used for comparative purposes in future surveys. Aggregate results will be widely communicated and a summary of the results will be available on the SWIFT website. Results without personal identifiers will be aggregated for papers in scholarly publications and conferences.

Information collected through this survey is protected under the following policies:

- Freedom of Information and Protection of Privacy Act (FIPPA)
- Personal Information Protection and Electronic Documents Act (PIPEDA)

Note about on-line surveys: Because data collection occurs via the internet, complete confidentiality of the data cannot be guaranteed. If you are using a public computer to complete this survey remember to: 1) erase the history, 2) empty the cache and 3) close the browser.

If you have trouble accessing the survey or require the survey in an alternative format, please contact SWIFT at 1-519-914-1308.