

TOPLINE

OPINION DYNAMICS

ODC #7892

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CITY OF CAMBRIDGE

OCTOBER 2015

Hello, my name is _____ and I'm conducting a public opinion survey for Opinion Dynamics Corporation—a national public opinion research firm—on behalf of the City of Cambridge. We're trying to find out how residents feel about a number of issues related to Internet, TV and phone services. I'd like to ask you a few questions on a **strictly** confidential basis.

0a. First of all, are you 18 years of age or older and currently a resident of Cambridge?

1. What is the name of the **primary** provider of Internet services for your home?

Comcast/Xfinity	83%
Verizon DSL	7
Verizon/FiOs	3
Service provided by landlord or condo association	3
Other	2
Do not have Internet services	1
(Don't know)	2
(Refused)	-

2. And, what is the name of the **primary** provider of TV services for your home?

Comcast/Xfinity	75%
"Over the air" or HD Antenna	6
Through the Internet on services like Hulu, Netflix, Amazon, Roku, or AppleTV	3
DirecTV/AT&T	1
Dish Network	-
Other	-
Do not have TV services	12
(Don't know)	3
(Refused)	-

3. And, what is the name of the **primary** provider of phone services for your home?

Comcast/Xfinity	49%
Verizon - landline	14
Verizon - wireless	7
AT&T	6
T-Mobile	4
Sprint	2
Vonage	1
METRO-PCS	-
Other	1
Do not have phone services	11
(Don't know)	5

Next, I'd like you to rate the **value** of some services you may have in your home. On a scale of 1 to 5, where 1 means a *poor value*, and 5 means an *excellent value*, how would you rate each of the following services—**considering what you pay for them each month**.

4. The Internet service provided by [INSERT CO. NAME FROM Q. 1] N=399

1 (Poor Value)	17%
2	16
3	33
4	22
5 (Excellent Value)	12
(Don't know)	1
(Refused)	-

5. The cable television or TV service provided by [INSERT CO. NAME FROM Q. 2] N=357

1 (Poor Value)	15%
2	17
3	25
4	27
5 (Excellent Value)	13
(Don't know)	4
(Refused)	-

6. The phone service provided by [INSERT CO. NAME FROM Q. 3] N=362

1 (Poor Value)	14%
2	11
3	27
4	23
5 (Excellent Value)	22
(Don't know)	1
(Refused)	-

[ASK EVERYONE]

For most of the rest of this survey, we're going to be focusing on *Internet-related services*.

7. First, do you have access to the Internet **at home**—*excluding access through a mobile cellular device*?

Yes	95%
No	3
(Don't know)	2
(Refused)	-

[IF "YES" TO Q. 7 N=382]

8. On a scale of 0 to 10, where 0 means *totally dissatisfied*, 5 means *neither satisfied nor dissatisfied* and 10 means *totally satisfied*, how would you rate your level of **satisfaction** with the **overall quality of your Internet service at home**?

0 (Totally dissatisfied)	4%
1	2
2	3
3	8
4	9
5 (Neither satisfied nor Dissatisfied)	12
6	7
7	28
8	11
9	9
10 (Totally satisfied)	6
(Don't know)	-
(Refused)	-

[IF "NO" TO Q. 7, N=11]

9. What is the **primary** reason you don't have Internet access at **home**—**excluding access through a mobile cellular device**?

Cost	21%
Inconvenience	-
No Interest	17
Other	57
Do not have a computer or device to access the Internet	3
(Don't know)	2
(Refused)	-

[IF "YES or NO" TO Q. 7, N=390]

10. Do you, or any member of your household, have **access to the Internet through a mobile cellular device**?

Yes	83%
No	15
(Don't know)	2
(Refused)	-

[IF "YES" to Q.10, N=323]

Q10A. Do you or a household member have **only** mobile cellular access to the Internet, or are there also **other** ways to access the Internet at home?

Yes, only mobile cellular Internet access	7%
Yes, both mobile cellular and other Internet access	92
Other	-
Do not have a computer or device to access the Internet	-
(Don't know)	-
(Refused)	-

[ASK EVERYONE]

I'm going to read you a series of attributes that some people say are important in evaluating Internet service. As I read each one, please tell me whether you consider it to be very important, somewhat important, not very important or not important at all *in your evaluation of Internet service*. [ROTATE LIST]

11. The cost of Internet service

Very important	74%
Somewhat important	21
Not very important	1
Not important at all	1
(Don't know)	3
(Refused)	-

12. The speed of Internet service

Very important	79%
Somewhat important	15
Not very important	3
Not important at all	-
(Don't know)	-
(Refused)	2

13. The quality of customer service by the Internet service provider

Very important	60%
Somewhat important	29
Not very important	7
Not important at all	3
(Don't know)	-
(Refused)	2

14. The reliability of service offered by the Internet service provider

Very important	92%
Somewhat important	7
Not very important	-
Not important at all	-
(Don't know)	-
(Refused)	-

15. The level of technical support offered by the Internet service provider

Very important	61%
Somewhat important	29
Not very important	5
Not important at all	3
(Don't know)	1
(Refused)	-

16. The ability to get Internet, telephone, and TV services on one bill

Very important	28%
Somewhat important	36
Not very important	18
Not important at all	16
(Don't know)	1
(Refused)	-

[IF "YES" TO Q. 7, N=382]

17. All together, about how many devices do you use in your home that *can* connect to your home's Internet network—that is, devices like computers, tablets, smart phones, printers, gaming consoles, music players, smart devices like a thermostat or video streaming devices like Apple TV or Roku?

1 - 2	12%
3 - 5	41
6 - 10	33
More than 10	13
(Don't know)	-
(Refused)	-

[IF "YES" TO Q. 7, N=382]

18. Do you *also* have access to the Internet *at work*?

Yes	73%
No	12
Not applicable	16
(Don't know)	-
(Refused)	-

[IF "YES" TO Q. 18, N=277]

19. In general, would you say the quality of your Internet service at *work* is better, worse or about the same as your *home* Internet service?

Better	48%
Worse	7
About the same	40
(Don't know)	5
(Refused)	-

[ASK EVERYONE]

20. As far as you know, does the City of Cambridge provide any form of public Wi-Fi access?

Yes	37%
No	34
(Don't know)	29
(Refused)	-

21. In fact, the city *does* offer a public Wi-Fi network at a **limited number of locations**—like libraries, public buildings and a few parks. How frequently do you use the City's public Wi-Fi system—very frequently, occasionally, rarely or never?

Very frequently	5%
Occasionally	16
Rarely	22
Never	54
(Don't know)	2
(Refused)	-

[ASK IF 1-3 TO Q. 21, N=174]

22. On a scale of 0 to 10, where 0 means *totally dissatisfied*, 5 means *neither satisfied nor dissatisfied* and 10 means *totally satisfied*, how would you rate your level of satisfaction with the **overall quality of the City's public Wi-Fi system?**

0 (Totally dissatisfied)	- %
1	1
2	5
3	2
4	9
5 (Neither satisfied nor Dissatisfied)	14
6	9
7	10
8	23
9	2
10 (Totally satisfied)	17
(Don't know)	9
(Refused)	-

[ASK IF Q.22=0, 1, 2 OR 3, N=13]

23. Specifically, how could the City improve the overall quality of its public Wi-Fi system?

Other	96%
(Don't know)	4
(Refused)	-

[ASK EVERYONE]

24. Have you ever used public Internet services—like computers at the Cambridge Public Library?

Yes	37%
No	63
(Don't know)	-
(Refused)	-

25. *If* you were moving, how important would the **quality of home Internet service** be in your decision of which house, apartment or condominium to live in—very important, somewhat important, not very important or not important at all?

Very important	45%
Somewhat important	36
Not very important	8
Not important at all	10
(Don't know)	1
(Refused)	-

26. How likely would you be to *pay more* to get *much faster* Internet service than is currently available to Cambridge homes: very likely, somewhat likely, not very likely, or not likely at all?

Very likely	10%
Somewhat likely	44
Not very likely	27
Not likely at all	18
(Don't know)	1
(Refused)	-

27. Assuming you had access to **much** faster Internet service in your home, what do you think would be the single biggest benefit of that faster service?

Entertainment related like video, games,etc	29%
It would be faster	13
Working from home	12
Education related	12
Reliability	9
The capacity of the service	8
Streaming	3
Customer Service	2
Download/Upload capacity	2
Healthcare related	-
Other	-
(Don't know)	10
(Refused)	1

28. If you were speaking *directly* to the leaders of city government here in Cambridge, what are the two or three issues you would recommend *to improve overall Internet services in the city?*

Better Internet Service	39%
Competition/Multiple ISPs	38
Free internet/public WiFi	25
Lower Internet prices	18
Fiber optic internet	10
Faster internet speed	6
City internet service/public utility	3
Other	-
(Don't know)	17
(Refused)	-

Now, I'd like to ask you some final questions for statistical purposes.

29. Gender

Female	52%
Male	48
Transgender	-

30. Are there any children under the age of 18 living in your household?

Yes	35%
No	62
(Don't know)	-
(Refused)	2

[ASK IF YES TO Q30, N=142]

30a. How adequate is your home-based Internet service in meeting your children's homework requirements: very adequate, somewhat adequate, not very adequate or not adequate at all?

Very adequate	41%
Somewhat adequate	24
Not very adequate	11
Not adequate at all	6
(Don't know)	13
(Refused)	4

31. In which of the following categories is your age?

18-25	13%
26-35	42
36-45	13
46-55	10
56-64	10
65+	11
(Don't know)	-

(Refused) 1

32. How many years have you lived in Cambridge?

Less than 1 year	3%
1.1 to 2 years	5
2.1 to 5 years	10
5.1 to 10 years	22
10.1 to 20 years	17
20.1 to 30 years	21
Over 30 years	13
All my life	9
(Don't know)	-
(Refused)	-

33. Please tell me which best describes the level of education you have completed.

Some high school	1%
High school graduate	7
Some college, with no degree or associates degree	27
Bachelors degree	24
Advanced or graduate degree	41
(Don't know)	-
(Refused)	-

34. Please tell me which of the following *best* describes your current employment status.

Employed full-time	59%
Employed part-time	14
A student	8
Retired	9
A homemaker	2
Not employed	3
Other	5
(Don't know)	-
(Refused)	-

[IF RESPONSES "1" OR "2" TO Q. 34, N=292]

35. How frequently would you say you work from home: A lot, some, hardly any, not at all?

A lot	23%
Some	33
Hardly any	20
Not at all	22
Other	1

(Don't know)	-
(Refused)	-

[IF RESPONSES "1" OR "2" TO Q. 34, N=292]

36. How adequate is your home-based Internet service to meet the needs of the work you do at home: very adequate, somewhat adequate, not very adequate or not adequate at all?

Very adequate	38%
Somewhat adequate	40
Not very adequate	11
Not adequate at all	3
(Don't know)	8
(Refused)	-

[IF RESPONSES "1" OR "2" TO Q. 34, N=292]

37. Do you operate a business from your home?

Yes	16%
No	84
(Don't know)	-
(Refused)	-

38. Which of the following *best* describes your home?

Single family dwelling	37%
1-3 unit undwelling	23
Dwelling of more than 3 units	37
Other	2
(Don't know)	-
(Refused)	-

39. Do you own or rent your home?

Own	52%
Rent	45
Other	3
(Don't know)	-
(Refused)	-

[IF "RENT" TO Q. 39, N=180]

40. Do you pay for your own Internet services, or are they included in your rent?

Pay for own Internet	91%
Internet included in rent	8
Other	-
No Internet access	1

(Don't know)	-
(Refused)	-

[ASK EVERYONE]

41. Are you currently in a term contract with your Internet service provider?

Yes, term contract	39%
No, no term contract	42
No Internet access —SKIP TO Q. 44	1
(Don't know/Not sure)	18
(Refused)	-

[IF "1, 2, 8" TO Q. 41, N=400]

42. If you know, please *estimate* for me the **download** speed of your home-based Internet?

Less than 10 megabits per second	4%
10 to less than 25 megabits per second	5
25 to less than 100 megabits per second	15
100 megabits per second or more	1
Don't have internet service	-
Don't know internet upload speed	24
(Don't know)	51
(Refused)	-

[ASK IF Q1<>8 AND Q2<>7 AND Q3<>10 TO Q. 41, N=327]

43. If you know, please *estimate* about how much you pay each month on TV, Internet and **primary** home phone service **combined**?

\$0-\$49.99	1%
\$50-\$74.99	4
\$75-\$99.99	5
\$100-\$124.99	12
\$125-\$149.99	5
\$150-\$174.99	11
\$175-\$199.99	15
\$200-\$249.99	16
\$250-\$299.99	11
\$300-\$349.99	2
\$350-\$399.99	-
Over \$400	1
Do not have all 3 services	4
(Don't know)	13
(Refused)	-

44. Which one of the following best describes the neighborhood of Cambridge you live in?

North Cambridge	18%
East Cambridge	16
West Cambridge	16
Porter Sq.	13
Area 4	9
Cambridgeport	8
Riverside	5
Agassiz	5
Mid-Cambridge	3
Central Sq.	2
Kendall Sq.	1
Wellington/Harrington	-
(Other)	1
(Don't know)	-
(Refused)	-

45. Would you please tell me in which of the following categories I read is your total household income—that is, of everyone living in your household?

\$0-11,999	6%
\$12-19,999	3
\$20-34,999	4
\$35-49,999	9
\$50-74,999	11
\$75-99,999	9
\$100,000 and over	36
(Don't know)	6
(Refused)	16