

City of Seattle
Seattle, Washington
Residential Surveys Tables - All Summary Data
June 2015

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Age Weighting Calculations

2010 Census Data for Seattle

SEX AND AGE	Number	Percent
Total population	608,660	100
Under 5 years	32,036	5.3
5 to 9 years	25,943	4.3
10 to 14 years	22,091	3.6
15 to 19 years	30,585	5
20 to 24 years	54,885	9
25 to 29 years	67,421	11.1
30 to 34 years	59,195	9.7
35 to 39 years	52,409	8.6
40 to 44 years	47,295	7.8
45 to 49 years	40,897	6.7
50 to 54 years	39,646	6.5
55 to 59 years	38,699	6.4
60 to 64 years	32,063	5.3
65 to 69 years	20,112	3.3
70 to 74 years	12,957	2.1
75 to 79 years	10,520	1.7
80 to 84 years	9,539	1.6
85 years and over	12,367	2
Median age (years)	36.1	(X)
16 years and over	524,259	86.1
18 years and over	515,147	84.6
21 years and over	487,587	80.1
62 years and over	83,606	13.7
65 years and over	65,495	10.8
Male population	304,030	50
Under 5 years	16,513	2.7
5 to 9 years	12,987	2.1
10 to 14 years	11,077	1.8
15 to 19 years	14,903	2.4
20 to 24 years	26,904	4.4
25 to 29 years	34,029	5.6
30 to 34 years	30,556	5
35 to 39 years	27,418	4.5
40 to 44 years	25,354	4.2
45 to 49 years	21,747	3.6
50 to 54 years	20,175	3.3
55 to 59 years	19,141	3.1
60 to 64 years	15,570	2.6
65 to 69 years	9,700	1.6
70 to 74 years	5,915	1
75 to 79 years	4,536	0.7
80 to 84 years	3,585	0.6
85 years and over	3,920	0.6
Median age (years)	35.9	(X)
16 years and over	261,215	42.9
18 years and over	256,561	42.2
21 years and over	243,553	40
62 years and over	36,441	6
65 years and over	27,656	4.5
Female population	304,630	50
Under 5 years	15,523	2.6
5 to 9 years	12,956	2.1
10 to 14 years	11,014	1.8
15 to 19 years	15,682	2.6
20 to 24 years	27,981	4.6
25 to 29 years	33,392	5.5
30 to 34 years	28,639	4.7
35 to 39 years	24,991	4.1
40 to 44 years	21,941	3.6
45 to 49 years	19,150	3.1
50 to 54 years	19,471	3.2
55 to 59 years	19,558	3.2
60 to 64 years	16,493	2.7
65 to 69 years	10,412	1.7
70 to 74 years	7,042	1.2
75 to 79 years	5,984	1
80 to 84 years	5,954	1
85 years and over	8,447	1.4
Median age (years)	36.4	(X)
16 years and over	263,044	43.2
18 years and over	258,586	42.5
21 years and over	244,034	40.1
62 years and over	47,165	7.7
65 years and over	37,839	6.2
RACE		
Total population	608,660	100
One Race	577,413	94.9

Cohort	Number	% Adult 20+	Sample Co	%
20-34	181,501	36.4%	170	20.9%
35-44	99,704	20.0%	160	19.6%
45-54	80,543	16.2%	139	17.1%
55-64	70,762	14.2%	178	21.8%
65+	65,495	13.2%	168	20.6%
Total	498,005		815	100.0%

Age Cohort	Census Population	** Survey Responses	Weight
18-34*	181,501	170	1.747
35-44	99,704	160	1.020
45-54	80,543	139	0.948
55-64	70,762	178	0.651
65+	65,495	168	0.638
Total	498,005	815	

* For Census data, the 20-34 age cohort was used since many younger adults will not live in separate households.
 ** Not all respondents provided their age

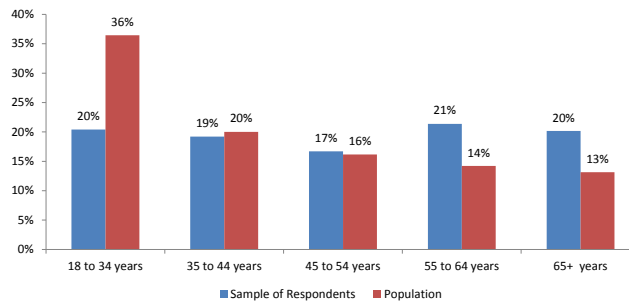
Unweighted

Q30 To which age group do you belong?				
	Frequency	Percent	Percent	Percent
Valid	1 18 to 34	170	20.4	20.9
	2 35 to 44	160	19.2	19.6
	3 45 to 54	139	16.7	17.1
	4 55 to 64	178	21.4	21.8
	5 65 years	168	20.2	20.6
Total		815	97.8	100.0
Missing	System	18	2.2	
Total		833	100.0	

Weighted

Q30 To which age group do you belong?				
	Frequency	Percent	Percent	Percent
Valid	1 18 to 34	297	35.7	36.4
	2 35 to 44	163	19.6	20.0
	3 45 to 54	132	15.8	16.2
	4 55 to 64	116	13.9	14.2
	5 65 years	107	12.9	13.2
Total		815	97.8	100.0
Missing	System	18	2.2	
Total		833	100.0	

Q30 To which age group do you belong?



White	422,870	69.5
Black or African American	48,316	7.9
American Indian and Alaska Native	4,809	0.8
Asian	84,215	13.8
Asian Indian	4,770	0.8
Chinese	25,116	4.1
Filipino	15,757	2.6
Japanese	7,829	1.3
Korean	6,635	1.1
Vietnamese	13,252	2.2
Other Asian [1]	10,856	1.8
Native Hawaiian and Other Pacific Islander	2,351	0.4
Native Hawaiian	368	0.1
Guamanian or Chamorro	356	0.1
Samoa	961	0.2
Other Pacific Islander [2]	666	0.1
Some Other Race	14,852	2.4
Two or More Races	31,247	5.1
White; American Indian and Alaska Native [3]	4,245	0.7
White; Asian [3]	11,878	2
White; Black or African American [3]	4,845	0.8
White; Some Other Race [3]	1,934	0.3
Race alone or in combination with one or more other races: [4]		
White	449,536	73.9
Black or African American	57,716	9.5
American Indian and Alaska Native	12,549	2.1
Asian	100,727	16.5
Native Hawaiian and Other Pacific Islander	4,754	0.8
Some Other Race	18,485	3
HISPANIC OR LATINO		
Total population	608,660	100
Hispanic or Latino (of any race)	40,329	6.6
Mexican	24,800	4.1
Puerto Rican	2,127	0.3
Cuban	1,068	0.2
Other Hispanic or Latino [5]	12,334	2
Not Hispanic or Latino	568,331	93.4
HISPANIC OR LATINO AND RACE		
Total population	608,660	100
Hispanic or Latino	40,329	6.6
White alone	19,292	3.2
Black or African American alone	1,203	0.2
American Indian and Alaska Native alone	928	0.2
Asian alone	678	0.1
Native Hawaiian and Other Pacific Islander alone	105	0
Some Other Race alone	13,388	2.2
Two or More Races	4,735	0.8
Not Hispanic or Latino	568,331	93.4
White alone	403,578	66.3
Black or African American alone	47,113	7.7
American Indian and Alaska Native alone	3,881	0.6
Asian alone	83,537	13.7
Native Hawaiian and Other Pacific Islander alone	2,246	0.4
Some Other Race alone	1,464	0.2
Two or More Races	26,512	4.4
RELATIONSHIP		
Total population	608,660	100
In households	583,735	95.9
Householder	283,510	46.6
Spouse [6]	92,522	15.2
Child	110,103	18.1
Own child under 18 years	85,408	14

Other relatives	24,541	4
Under 18 years	5,932	1
65 years and over	3,867	0.6
Nonrelatives	73,059	12
Under 18 years	1,401	0.2
65 years and over	1,692	0.3
Unmarried partner	27,754	4.6
In group quarters	24,925	4.1
Institutionalized population	4,904	0.8
Male	2,836	0.5
Female	2,068	0.3
Noninstitutionalized population	20,021	3.3
Male	10,951	1.8
Female	9,070	1.5
HOUSEHOLDS BY TYPE		
Total households	283,510	100
Family households (families) [7]	121,690	42.9
With own children under 18 years	51,238	18.1
Husband-wife family	92,522	32.6
With own children under 18 years	37,035	13.1
Male householder, no wife present	8,519	3
With own children under 18 years	3,539	1.2
Female householder, no husband present	20,649	7.3
With own children under 18 years	10,664	3.8
Nonfamily households [7]	161,820	57.1
Householder living alone	117,054	41.3
Male	56,202	19.8
65 years and over	7,760	2.7
Female	60,852	21.5
65 years and over	16,851	5.9
Households with individuals under 18 years	55,178	19.5
Households with individuals 65 years and over	49,872	17.6
Average household size	2.06	(X)
Average family size [7]	2.87	(X)
HOUSING OCCUPANCY		
Total housing units	308,516	100
Occupied housing units	283,510	91.9
Vacant housing units	25,006	8.1
For rent	11,225	3.6
Rented, not occupied	842	0.3
For sale only	4,350	1.4
Sold, not occupied	930	0.3
For seasonal, recreational, or occasional use	3,322	1.1
All other vacants	4,337	1.4
Homeowner vacancy rate (percent) [8]	3.1	(X)
Rental vacancy rate (percent) [9]	7.1	(X)
HOUSING TENURE		
Occupied housing units	283,510	100
Owner-occupied housing units	136,362	48.1
Population in owner-occupied housing units	315,137	(X)
Average household size of owner-occupied units	2.31	(X)
Renter-occupied housing units	147,148	51.9
Population in renter-occupied housing units	268,598	(X)
Average household size of renter-occupied units	1.83	(X)

\$q1 Which of the following services do you currently purchase for your household?

		Responses		Percent of Cases
		N	Percent	
Sq1 Which of the following services do you currently purchase for your household? ^a	Q1_1 Internet service	797	34.4%	95.7%
	Q1_2 Cable or satellite television	460	19.9%	55.3%
	Q1_3 Fixed (land-line) telephone service	301	13.0%	36.2%
	Q1_4 Cellular/mobile telephone service	745	32.2%	89.4%
	Q1_5 Don't know which services purchase	2	.1%	.3%
	Q1_6 None (no services purchased)	3	.1%	.3%
	Q1x No response/none selected	7	.3%	.8%
	Total	2315	100.0%	278.0%

a. Dichotomy group tabulated at value 1.

Q2 Are any of these services obtained from the same provider (bundled)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All my services are bundled	75	8.9	9.3	9.3
	All services are obtained through separate providers	314	37.7	39.1	48.3
	Some services are bundled, some are sold separately	415	49.8	51.7	100.0
	Total	803	96.4	100.0	
Missing	Don't know	5	.6		
	No Response	25	3.0		
	Total	30	3.6		
Total		833	100.0		

Q3 How IMPORTANT or UNIMPORTANT are the following services to your household?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q3A Importance of services: Internet connection (any speed)	815	18	4.70	5.00	.801
Q3B Importance of services: High-speed Internet connection	813	20	4.45	5.00	.999
Q3C Importance of services: Basic cable television service	807	26	2.75	3.00	1.551
Q3D Importance of services: Premium cable television services	803	30	2.18	2.00	1.374
Q3E Importance of services: Fixed (land-line) telephone service	816	17	2.05	1.00	1.455
Q3F Importance of services: Cellular/mobile telephone service	822	11	4.69	5.00	.786

Q3A Importance of services: Internet connection (any speed)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	22	2.6	2.7	2.7
	2	2	.2	.2	2.9
	3	40	4.7	4.9	7.7
	4	71	8.5	8.7	16.4
	5 - Very Important	681	81.7	83.6	100.0
	Total	815	97.8	100.0	
Missing	No response	18	2.2		
Total		833	100.0		

Q3B Importance of services: High-speed Internet connection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	29	3.4	3.5	3.5
	2	26	3.1	3.2	6.7
	3	56	6.7	6.9	13.6
	4	147	17.7	18.1	31.7
	5 - Very Important	555	66.7	68.3	100.0
	Total	813	97.6	100.0	
Missing	No response	20	2.4		
Total		833	100.0		

Q3C Importance of services: Basic cable television service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	276	33.2	34.2	34.2
	2	99	11.8	12.2	46.4
	3	152	18.2	18.8	65.2
	4	112	13.4	13.9	79.1
	5 - Very Important	169	20.3	20.9	100.0
	Total	807	96.9	100.0	
Missing	No response	26	3.1		
Total		833	100.0		

Q3D Importance of services: Premium cable television services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	389	46.7	48.4	48.4
	2	123	14.8	15.3	63.7
	3	125	15.0	15.5	79.3
	4	95	11.3	11.8	91.1
	5 - Very Important	72	8.6	8.9	100.0
	Total	803	96.3	100.0	
Missing	No response	30	3.7		
Total		833	100.0		

Q3E Importance of services: Fixed (land-line) telephone service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	488	58.6	59.8	59.8
	2	62	7.5	7.6	67.4
	3	101	12.1	12.4	79.8
	4	69	8.3	8.5	88.3
	5 - Very Important	96	11.5	11.7	100.0
	Total	816	97.9	100.0	
Missing	No response	17	2.1		
Total		833	100.0		

Q3F Importance of services: Cellular/mobile telephone service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	18	2.2	2.2	2.2
	2	9	1.0	1.1	3.3
	3	31	3.8	3.8	7.1
	4	90	10.8	10.9	18.0
	5 - Very Important	675	81.0	82.0	100.0
	Total	822	98.7	100.0	
Missing	No response	11	1.3		
Total		833	100.0		

§q4 Which of the following services do you currently purchase for your household?

		Responses		Percent of Cases
		N	Percent	
§q4 Which of the following services do you currently purchase for your household? ^a	Q4_1 Digital Subscriber Line (DSL)	482	20.1%	57.9%
	Q4_2 Cable modem	696	29.0%	83.5%
	Q4_3 Satellite	379	15.8%	45.5%
	Q4_4 Fixed wireless	168	7.0%	20.2%
	Q4_5 Cellular/mobile wireless	530	22.1%	63.7%
	Q4_6 Condo or Apartment Association Internet	30	1.3%	3.6%
	Q4_7 Don't know which Internet services are available	96	4.0%	11.5%
	Q4_8 None (no Internet services available)	9	.4%	1.0%
	Q4X No response/none selected	11	.5%	1.4%
	Total		2401	100.0%

a. Dichotomy group tabulated at value 1.

Q5 Other than cellular/mobile wireless, what is your primary home Internet service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No home Internet service	22	2.6	2.7	2.7
	Telephone line-dial-up	3	.3	.4	3.1
	Digital Subscriber Line (DSL)	135	16.2	16.6	19.7
	Cable modem	572	68.7	70.6	90.3
	Satellite	5	.6	.6	90.9
	Fixed Wireless	34	4.1	4.2	95.1
	Condo or Apartment Association Internet	16	1.9	2.0	97.1
	Other	23	2.8	2.9	100.0
	Total	811	97.3	100.0	
Missing	No response	22	2.7		
Total		833	100.0		

Q5OT Other home Internet service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		810	97.2	97.2	97.2
	CABLE MODEM AND CONDO/APT ASSOCIATION INTERNET	1	.1	.1	97.3
	CABLE MODEM AND FIXED WIRELESS	3	.3	.3	97.6
	CABLE MODEM AND SATELLITE	1	.1	.1	97.7
	CASCADE LINK	1	.1	.1	97.8
	CENTURY LINK	1	.1	.1	97.9
	CITY WIFI	1	.1	.1	98.0
	DIAL-UP AND CABLE MODEM	7	.9	.9	98.8
	DIAL-UP AND CONDO/APT ASSOCIATION INTERNET	1	.1	.1	98.9
	DIAL-UP AND SATELLITE	1	.1	.1	99.1
	DIAL-UP, DSL, AND CABLE MODEM	1	.1	.1	99.1
	DIAL-UP, DSL, AND SATELLITE	1	.1	.1	99.2
	DIAL-UP, DSL, CABLE MODEM, AND CONDO/APT ASSOCIATION INTERNET	1	.1	.1	99.3
	DSL AND CABLE MODEM	2	.3	.3	99.6
	DSL AND SATELLITE	1	.1	.1	99.6
	DSL, CABLE MODEM, AND SATELLITE	1	.2	.2	99.8
	FIBER CASCADE LINK	1	.1	.1	99.9
	SATELLITE AND CONDO/APT ASSOCIATION INTERNET	1	.1	.1	100.0
	Total	833	100.0	100.0	

Q6 What is your main reason for not purchasing home Internet service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My family and I have no need for the Internet	8	.9	40.1	40.1
	We can get Internet access at another location	2	.2	9.9	50.0
	Costs are too expensive	8	1.0	43.4	93.4
	Cellular/mobile data service meets our needs	1	.2	6.6	100.0
	Total	19	2.3	100.0	
Missing	N/A - Have home Internet	811	97.4		
	No response	3	.3		
Total		814	97.7		
Total		833	100.0		

Q7 Approximately how much does your family pay PER MONTH for your home Internet service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Free	1	.2	.2	.2
	\$1 to \$20	15	1.8	2.0	2.1
	\$21 to \$30	29	3.5	3.9	6.0
	\$31 to \$40	105	12.6	13.7	19.8
	\$41 to \$50	113	13.6	14.9	34.6
	\$51 to \$60	157	18.9	20.6	55.3
	\$61 to \$70	127	15.2	16.6	71.9
	More than \$70	214	25.7	28.1	100.0
	Total	761	91.4	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	50	5.9		
	Total	72	8.6		
Total		833	100.0		

Q8 How would you describe the speed of your home Internet connection?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very slow	19	2.3	2.4	2.4
	Slow	62	7.5	7.9	10.4
	Medium	353	42.3	44.9	55.2
	Fast	299	36.0	38.1	93.3
	Very fast	52	6.3	6.7	100.0
	Total	786	94.4	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	25	3.0		
	Total	47	5.6		
Total		833	100.0		

Q9 How IMPORTANT or UNIMPORTANT are the following aspects of home Internet service?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q9A Importance of home Internet service: Speed of connection	789	44	4.62	5.00	.632
Q9B Importance of home Internet service: Reliability of connection	790	43	4.89	5.00	.343
Q9C Importance of home Internet service: Price of services	791	42	4.49	5.00	.721
Q9D Importance of home Internet service: Clarity of bills	786	47	3.80	4.00	1.152
Q9E Importance of home Internet service: Ability to contact provider	789	44	3.99	4.00	1.029
Q9F Importance of home Internet service: Technical support service	788	45	4.00	4.00	1.065
Q9G Importance of home Internet service: Overall customer service	788	45	4.20	4.00	.913
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	784	49	2.14	2.00	1.338

Q9A Importance of home Internet service: Speed of connection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	2	.3	.3	.3
	2	3	.4	.4	.7
	3	41	5.0	5.3	5.9
	4	197	23.6	25.0	30.9
	5 - Very Important	545	65.5	69.1	100.0
	Total	789	94.8	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	22	2.6		
	Total	44	5.2		
Total		833	100.0		

Q9B Importance of home Internet service: Reliability of connection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	1	.1	.1	.1
	2	1	.1	.1	.2
	3	3	.4	.4	.6
	4	73	8.7	9.2	9.8
	5 - Very Important	713	85.5	90.2	100.0

	Total	790	94.8	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	21	2.6		
	Total	43	5.2		
Total		833	100.0		

Q9C Importance of home Internet service: Price of services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	2	.3	.3	.3
	2	6	.8	.8	1.1
	3	73	8.8	9.3	10.4
	4	228	27.3	28.8	39.2
	5 - Very Important	481	57.7	60.8	100.0
	Total	791	94.9	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	20	2.4		
	Total	42	5.1		
Total		833	100.0		

Q9D Importance of home Internet service: Clarity of bills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	29	3.5	3.7	3.7
	2	83	10.0	10.6	14.3
	3	194	23.3	24.7	39.0
	4	192	23.1	24.4	63.4
	5 - Very Important	288	34.6	36.6	100.0
	Total	786	94.4	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	25	3.0		
	Total	47	5.6		
Total		833	100.0		

Q9E Importance of home Internet service: Ability to contact provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	10	1.2	1.2	1.2
	2	61	7.3	7.7	8.9
	3	180	21.7	22.9	31.8
	4	214	25.7	27.1	58.9
	5 - Very Important	324	38.9	41.1	100.0
	Total	789	94.7	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	22	2.6		
	Total	44	5.3		
Total		833	100.0		

Q9F Importance of home Internet service: Technical support service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	15	1.8	1.9	1.9
	2	64	7.7	8.2	10.1
	3	164	19.7	20.8	30.9
	4	210	25.2	26.6	57.6
	5 - Very Important	334	40.1	42.4	100.0
	Total	788	94.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	23	2.8		
	Total	45	5.4		
Total		833	100.0		

Q9G Importance of home Internet service: Overall customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	9	1.1	1.1	1.1
	2	28	3.4	3.6	4.8

	3	124	14.9	15.8	20.6
	4	256	30.8	32.5	53.1
	5 - Very Important	370	44.4	46.9	100.0
	Total	788	94.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	23	2.8		
	Total	45	5.4		
Total		833	100.0		

Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at All Important	382	45.9	48.8	48.8
	2	114	13.7	14.5	63.3
	3	153	18.4	19.5	82.8
	4	67	8.0	8.5	91.3
	5 - Very Important	68	8.2	8.7	100.0
	Total	784	94.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	27	3.2		
	Total	49	5.8		
Total		833	100.0		

Q10 How SATISFIED or DISSATISFIED are the following aspects of current home Internet access?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q10A Satisfaction with home Internet service: Speed of connection	788	45	3.42	3.00	1.064
Q10B Satisfaction with home Internet service: Reliability of connection	786	47	3.48	4.00	1.079
Q10C Satisfaction with home Internet service: Price of services	783	50	2.44	2.00	1.146
Q10D Satisfaction with home Internet service: Clarity of bills	775	58	3.07	3.00	1.056
Q10E Satisfaction with home Internet service: Ability to contact provider	773	60	3.15	3.00	1.045
Q10F Satisfaction with home Internet service: Technical support service	768	65	3.04	3.00	1.074
Q10G Satisfaction with home Internet service: Overall customer service	774	59	2.88	3.00	1.119
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	643	190	3.00	3.00	1.103

Q10A Satisfaction with home Internet service: Speed of connection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	40	4.8	5.1	5.1
	2	103	12.4	13.1	18.2
	3	254	30.5	32.3	50.5
	4	264	31.7	33.5	84.0
	5 - Very Satisfied	126	15.1	16.0	100.0
	Total	788	94.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	23	2.8		
	Total	45	5.4		
Total		833	100.0		

Q10B Satisfaction with home Internet service: Reliability of connection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	48	5.7	6.1	6.1
	2	79	9.5	10.1	16.2
	3	244	29.3	31.1	47.3
	4	278	33.3	35.3	82.6
	5 - Very Satisfied	136	16.4	17.4	100.0
	Total	786	94.3	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	26	3.1		
	Total	47	5.7		
Total		833	100.0		

Q10C Satisfaction with home Internet service: Price of services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	205	24.6	26.2	26.2
	2	205	24.6	26.2	52.4
	3	228	27.4	29.2	81.5
	4	111	13.3	14.2	95.7
	5 - Very Satisfied	34	4.1	4.3	100.0
	Total	783	94.0	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	28	3.4		
	Total	50	6.0		
Total		833	100.0		

Q10D Satisfaction with home Internet service: Clarity of bills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	73	8.7	9.4	9.4
	2	120	14.4	15.5	24.9
	3	331	39.8	42.7	67.6
	4	183	21.9	23.6	91.2
	5 - Very Satisfied	69	8.2	8.8	100.0
	Total	775	93.1	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	36	4.3		
	Total	58	6.9		
Total		833	100.0		

Q10E Satisfaction with home Internet service: Ability to contact provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	57	6.9	7.4	7.4
	2	120	14.4	15.5	22.9
	3	329	39.5	42.5	65.5
	4	186	22.3	24.0	89.5
	5 - Very Satisfied	81	9.8	10.5	100.0
	Total	773	92.8	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	38	4.5		
	Total	60	7.2		
Total		833	100.0		

Q10F Satisfaction with home Internet service: Technical support service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	85	10.2	11.1	11.1
	2	112	13.4	14.5	25.6
	3	325	39.0	42.3	67.9
	4	184	22.1	24.0	91.9
	5 - Very Satisfied	62	7.5	8.1	100.0
	Total	768	92.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	43	5.2		
	Total	65	7.8		
Total		833	100.0		

Q10G Satisfaction with home Internet service: Overall customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	115	13.8	14.9	14.9
	2	139	16.6	17.9	32.8
	3	295	35.4	38.1	70.9
	4	174	20.9	22.5	93.4
	5 - Very Satisfied	51	6.1	6.6	100.0
	Total	774	92.9	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	37	4.5		

	Total	59	7.1		
Total		833	100.0		

Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Dissatisfied	96	11.5	14.9	14.9
	2	47	5.6	7.3	22.1
	3	318	38.2	49.5	71.6
	4	127	15.2	19.7	91.3
	5 - Very Satisfied	56	6.7	8.7	100.0
	Total	643	77.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	168	20.2		
	Total	190	22.8		
Total		833	100.0		

Q11 How willing or unwilling would you be to switch to a service of 100 Mbps for the following monthly price?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q11A Willing to switch 100 Mbps: \$55 per month	762	71	4.33	5.00	1.247
Q11B Willing to switch 100 Mbps: \$65 per month	737	96	3.55	4.00	1.502
Q11C Willing to switch 100 Mbps: \$75 per month	730	103	2.69	3.00	1.442
Q11D Willing to switch 100 Mbps: \$85 per month	727	106	2.02	2.00	1.242
Q11E Willing to switch 100 Mbps: \$95 per month	730	103	1.59	1.00	1.072

Q11A Willing to switch 100 Mbps: \$55 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	63	7.5	8.2	8.2
	2	22	2.6	2.9	11.1
	3	65	7.8	8.6	19.7
	4	61	7.3	8.0	27.7
	5 - Very Willing	551	66.1	72.3	100.0
	Total	762	91.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	49	5.9		
	Total	71	8.5		
Total		833	100.0		

Q11B Willing to switch 100 Mbps: \$65 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	141	17.0	19.2	19.2
	2	41	4.9	5.5	24.7
	3	101	12.1	13.7	38.4
	4	180	21.6	24.5	62.9
	5 - Very Willing	274	32.9	37.1	100.0
	Total	737	88.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	74	8.9		
	Total	96	11.5		
Total		833	100.0		

Q11C Willing to switch 100 Mbps: \$75 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	231	27.7	31.6	31.6
	2	97	11.6	13.2	44.8
	3	189	22.7	25.9	70.7
	4	96	11.6	13.2	83.9
	5 - Very Willing	117	14.1	16.1	100.0
	Total	730	87.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	81	9.8		
	Total	103	12.4		

Total	833	100.0		
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Q11D Willing to switch 100 Mbps: \$85 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	348	41.8	47.9	47.9
	2	174	20.8	23.9	71.8
	3	99	11.9	13.7	85.4
	4	56	6.8	7.7	93.2
	5 - Very Willing	50	6.0	6.8	100.0
	Total	727	87.3	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	84	10.1		
	Total	106	12.7		
Total		833	100.0		

Q11E Willing to switch 100 Mbps: \$95 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	503	60.4	68.9	68.9
	2	113	13.6	15.5	84.4
	3	59	7.1	8.1	92.6
	4	18	2.2	2.5	95.1
	5 - Very Willing	36	4.3	4.9	100.0
	Total	730	87.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	81	9.7		
	Total	103	12.4		
Total		833	100.0		

Q12 How willing or unwilling would you be to switch to a service of 1 Gbps for the following monthly price?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q12A Willing to switch 1 Gbps: \$55 per month	749	84	4.47	5.00	1.171
Q12B Willing to switch 1 Gbps: \$65 per month	715	118	3.97	5.00	1.469
Q12C Willing to switch 1 Gbps: \$75 per month	718	115	3.22	3.00	1.577
Q12D Willing to switch 1 Gbps: \$85 per month	714	119	2.48	2.00	1.478
Q12E Willing to switch 1 Gbps: \$95 per month	717	116	1.97	1.00	1.330

Q12A Willing to switch 1 Gbps: \$55 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	56	6.7	7.5	7.5
	2	13	1.6	1.8	9.2
	3	44	5.3	5.9	15.1
	4	43	5.2	5.7	20.9
	5 - Very Willing	592	71.1	79.1	100.0
	Total	749	89.9	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	62	7.5		
	Total	84	10.1		
Total		833	100.0		

Q12B Willing to switch 1 Gbps: \$65 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	110	13.2	15.4	15.4
	2	21	2.5	2.9	18.3
	3	59	7.1	8.3	26.6
	4	117	14.0	16.3	42.9
	5 - Very Willing	408	49.0	57.1	100.0
	Total	715	85.9	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	96	11.5		
	Total	118	14.1		
Total		833	100.0		

Q12C Willing to switch 1 Gbps: \$75 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	177	21.2	24.6	24.6
	2	66	7.9	9.2	33.9
	3	131	15.8	18.3	52.2
	4	111	13.3	15.4	67.6
	5 - Very Willing	233	27.9	32.4	100.0
	Total	718	86.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	93	11.2		
	Total	115	13.8		
Total		833	100.0		

Q12D Willing to switch 1 Gbps: \$85 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	282	33.9	39.5	39.5
	2	108	12.9	15.1	54.6
	3	134	16.1	18.8	73.4
	4	81	9.8	11.4	84.8
	5 - Very Willing	109	13.1	15.2	100.0
	Total	714	85.7	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	97	11.6		
	Total	119	14.3		
Total		833	100.0		

Q12E Willing to switch 1 Gbps: \$95 per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	397	47.6	55.3	55.3
	2	125	15.0	17.5	72.8
	3	84	10.1	11.7	84.6
	4	42	5.0	5.8	90.4
	5 - Very Willing	69	8.3	9.6	100.0
	Total	717	86.0	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	94	11.3		
	Total	116	14.0		
Total		833	100.0		

Q13 How often does your family use your home Internet connection (not including cellular/mobile)

	N	
	Valid	Missing
Q13A Listening to music (streaming)	775	58
Q13B Watching movies, videos, or TV	784	49
Q13C Playing online games	776	57
Q13D Connecting to a work computer	779	54
Q13E Making video calls	779	54
Q13F Buying products online	782	51
Q13G Running a home business	780	53
Q13H Receiving government info such as service locations or contact info	778	55
Q13I Conducting government transactions such as permits	779	54
Q13J Accessing school resources (for parents of school-aged children)	732	101

Q13A Listening to music (streaming)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	87	10.4	11.2	11.2
	Occasionally	274	32.9	35.4	46.5
	Frequently	414	49.7	53.5	100.0
	Total	775	93.0	100.0	
Missing	N/A - No home Internet	22	2.6		

	No response	36	4.3		
	Total	58	7.0		
Total		833	100.0		

Q13B Watching movies, videos, or TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	69	8.3	8.8	8.8
	Occasionally	138	16.5	17.6	26.3
	Frequently	578	69.4	73.7	100.0
	Total	784	94.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	27	3.2		
	Total	49	5.8		
Total		833	100.0		

Q13C Playing online games

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	424	50.9	54.7	54.7
	Occasionally	171	20.5	22.1	76.7
	Frequently	181	21.7	23.3	100.0
	Total	776	93.1	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	35	4.2		
	Total	57	6.9		
Total		833	100.0		

Q13D Connecting to a work computer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	155	18.7	20.0	20.0
	Occasionally	203	24.3	26.0	46.0
	Frequently	421	50.5	54.0	100.0
	Total	779	93.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	32	3.8		
	Total	54	6.5		
Total		833	100.0		

Q13E Making video calls

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	232	27.8	29.7	29.7
	Occasionally	402	48.3	51.7	81.4
	Frequently	145	17.4	18.6	100.0
	Total	779	93.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	32	3.9		
	Total	54	6.5		
Total		833	100.0		

Q13F Buying products online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	19	2.3	2.5	2.5
	Occasionally	242	29.1	30.9	33.4
	Frequently	521	62.5	66.6	100.0
	Total	782	93.9	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	29	3.4		
	Total	51	6.1		
Total		833	100.0		

Q13G Running a home business

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Never	513	61.6	65.8	65.8
	Occasionally	118	14.2	15.2	81.0
	Frequently	148	17.8	19.0	100.0
	Total	780	93.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	31	3.8		
	Total	53	6.4		
Total		833	100.0		

Q13H Receiving government info such as service locations or contact info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	215	25.8	27.7	27.7
	Occasionally	440	52.8	56.6	84.3
	Frequently	122	14.7	15.7	100.0
	Total	778	93.4	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	33	4.0		
	Total	55	6.6		
Total		833	100.0		

Q13I Conducting government transactions such as permits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	393	47.1	50.4	50.4
	Occasionally	317	38.0	40.7	91.1
	Frequently	69	8.3	8.9	100.0
	Total	779	93.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	32	3.9		
	Total	54	6.5		
Total		833	100.0		

Q13J Accessing school resources (for parents of school-aged children)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	512	61.4	69.9	69.9
	Occasionally	107	12.8	14.6	84.5
	Frequently	113	13.6	15.5	100.0
	Total	732	87.9	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	79	9.5		
	Total	101	12.1		
Total		833	100.0		

§q14 What streaming services do you access via your home Internet connection?

		Responses		Percent of Cases
		N	Percent	
§q14 What streaming services do you access via your home Internet connection? ^a	Q14_1 Netflix	561	25.6%	69.2%
	Q14_2 Hulu	251	11.4%	30.9%
	Q14_3 Amazon	501	22.9%	61.8%
	Q14_4 YouTube	622	28.4%	76.7%
	Q14_5 Other	167	7.6%	20.6%
	Q14X No response/none selected	87	4.0%	10.8%
Total		2190	100.0%	270.0%

a. Dichotomy group tabulated at value 1.

How IMPORTANT or UNIMPORTANT are these features when selecting a home (not cellular/mobile) Internet service provider?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q15A I can choose from multiple Internet providers	781	52	4.04	4.00	1.083
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	783	50	4.16	4.00	1.042
Q15C I can pay for Internet service based on usage (amount of data)	779	54	2.88	3.00	1.366

Q15D My service provider does not place 'caps' on my total data use	777	56	4.43	5.00	.878
Q15E I can use my home Internet connection to support a home business	779	54	2.82	3.00	1.618
Q15F I can use my home Internet connection to telework part-time for a local job	779	54	3.40	4.00	1.537
Q15G I can use my home Internet connection to telework full-time for a distant job	773	60	2.70	2.00	1.602

Q15A I can choose from multiple Internet providers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	32	3.8	4.1	4.1
	2	35	4.2	4.5	8.6
	3	144	17.2	18.4	27.0
	4	227	27.2	29.0	56.0
	5 - Very Important	344	41.3	44.0	100.0
	Total	781	93.8	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	30	3.6		
	Total	52	6.2		
Total		833	100.0		

Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	27	3.2	3.5	3.5
	2	30	3.6	3.8	7.3
	3	119	14.3	15.2	22.5
	4	221	26.6	28.3	50.7
	5 - Very Important	386	46.3	49.3	100.0
	Total	783	94.0	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	28	3.4		
	Total	50	6.0		
Total		833	100.0		

Q15C I can pay for Internet service based on usage (amount of data)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	177	21.2	22.7	22.7
	2	123	14.8	15.8	38.5
	3	219	26.3	28.1	66.6
	4	136	16.4	17.5	84.1
	5 - Very Important	124	14.9	15.9	100.0
	Total	779	93.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	32	3.8		
	Total	54	6.5		
Total		833	100.0		

Q15D My service provider does not place 'caps' on my total data use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	12	1.4	1.6	1.6
	2	17	2.0	2.2	3.7
	3	81	9.7	10.4	14.1
	4	180	21.6	23.1	37.2
	5 - Very Important	488	58.6	62.8	100.0
	Total	777	93.3	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	34	4.0		
	Total	56	6.7		
Total		833	100.0		

Q15E I can use my home Internet connection to support a home business

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	1 - Not at all Important	264	31.7	33.9	33.9
	2	104	12.5	13.4	47.3
	3	121	14.5	15.5	62.8
	4	86	10.3	11.0	73.9
	5 - Very Important	204	24.5	26.1	100.0
	Total	779	93.6	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	32	3.8		
	Total	54	6.4		
Total		833	100.0		

Q15F I can use my home Internet connection to telework part-time for a local job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	160	19.2	20.6	20.6
	2	65	7.8	8.4	28.9
	3	135	16.2	17.4	46.3
	4	139	16.7	17.9	64.2
	5 - Very Important	279	33.5	35.8	100.0
	Total	779	93.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	32	3.9		
	Total	54	6.5		
Total		833	100.0		

Q15G I can use my home Internet connection to telework full-time for a distant job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	285	34.2	36.8	36.8
	2	108	13.0	14.0	50.8
	3	121	14.5	15.6	66.4
	4	78	9.3	10.1	76.5
	5 - Very Important	182	21.8	23.5	100.0
	Total	773	92.8	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	38	4.5		
	Total	60	7.2		
Total		833	100.0		

Q16 How willing or unwilling would you be to pay an upfront hook up fee for a fiber optic network if the one-time hook-up fee were:

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q16A Willing to pay fiber hook-up fee: \$0	768	65	4.91	5.00	.558
Q16B Willing to pay fiber hook-up fee: \$100	771	62	4.08	5.00	1.199
Q16C Willing to pay fiber hook-up fee: \$250	760	73	2.74	3.00	1.453
Q16D Willing to pay fiber hook-up fee: \$500	758	75	1.68	1.00	1.013
Q16E Willing to pay fiber hook-up fee: \$1,000	756	77	1.21	1.00	.686

Q16A Willing to pay fiber hook-up fee: \$0

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	14	1.7	1.8	1.8
	3	3	.4	.4	2.2
	4	7	.9	1.0	3.2
	5 - Very Willing	744	89.3	96.8	100.0
	Total	768	92.3	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	43	5.1		
	Total	65	7.7		
Total		833	100.0		

Q16B Willing to pay fiber hook-up fee: \$100

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	48	5.8	6.2	6.2
	2	38	4.6	5.0	11.2

	3	122	14.7	15.9	27.1
	4	158	18.9	20.5	47.5
	5 - Very Willing	404	48.6	52.5	100.0
	Total	771	92.5	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	40	4.8		
	Total	62	7.5		
Total		833	100.0		

Q16C Willing to pay fiber hook-up fee: \$250

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	230	27.6	30.2	30.2
	2	110	13.2	14.4	44.6
	3	182	21.8	23.9	68.5
	4	110	13.2	14.4	83.0
	5 - Very Willing	129	15.5	17.0	100.0
	Total	760	91.3	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	51	6.1		
	Total	73	8.7		
Total		833	100.0		

Q16D Willing to pay fiber hook-up fee: \$500

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	458	55.0	60.4	60.4
	2	152	18.2	20.0	80.4
	3	104	12.4	13.7	94.1
	4	22	2.7	3.0	97.0
	5 - Very Willing	22	2.7	3.0	100.0
	Total	758	91.0	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	53	6.3		
	Total	75	9.0		
Total		833	100.0		

Q16E Willing to pay fiber hook-up fee: \$1,000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	668	80.2	88.4	88.4
	2	53	6.3	6.9	95.3
	3	15	1.8	2.0	97.3
	4	7	.9	.9	98.3
	5 - Very Willing	13	1.6	1.7	100.0
	Total	756	90.8	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	55	6.6		
	Total	77	9.2		
Total		833	100.0		

Q17 If you were able to save \$20 per month on your communications bill, how willing or unwilling would you be to pay an upfront hook-up fee

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	770	63	4.90	5.00	.561
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	768	65	4.40	5.00	1.024
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	760	73	3.33	4.00	1.487
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	755	78	2.03	2.00	1.254
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	751	82	1.35	1.00	.855

Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	1 - Very Unwilling	13	1.6	1.7	1.7
	2	1	.1	.1	1.8
	3	5	.5	.6	2.4
	4	12	1.5	1.6	4.0
	5 - Very Willing	739	88.7	96.0	100.0
Total		770	92.4	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	41	4.9		
	Total	63	7.6		
Total		833	100.0		

Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	30	3.6	3.9	3.9
	2	21	2.6	2.8	6.7
	3	64	7.7	8.3	15.0
	4	146	17.6	19.1	34.1
	5 - Very Willing	506	60.8	65.9	100.0
Total		768	92.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	43	5.1		
	Total	65	7.8		
Total		833	100.0		

Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	143	17.2	18.8	18.8
	2	87	10.5	11.5	30.3
	3	144	17.3	19.0	49.3
	4	146	17.5	19.2	68.5
	5 - Very Willing	240	28.8	31.5	100.0
Total		760	91.3	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	51	6.1		
	Total	73	8.7		
Total		833	100.0		

Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	374	44.9	49.5	49.5
	2	141	17.0	18.7	68.2
	3	131	15.8	17.4	85.6
	4	60	7.2	7.9	93.5
	5 - Very Willing	49	5.9	6.5	100.0
Total		755	90.7	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	56	6.7		
	Total	78	9.3		
Total		833	100.0		

Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very Unwilling	607	72.8	80.8	80.8
	2	74	8.9	9.9	90.7
	3	37	4.5	5.0	95.7
	4	15	1.8	2.0	97.7
	5 - Very Willing	18	2.1	2.3	100.0
Total		751	90.2	100.0	
Missing	N/A - No home Internet	22	2.6		
	No response	60	7.2		
	Total	82	9.8		
Total		833	100.0		

Q18 Do you purchase cable or satellite television service at home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, cable	409	49.2	50.0	50.0
	Yes, satellite	55	6.6	6.7	56.7
	No	353	42.4	43.1	99.8
	Both cable and satellite	2	.2	.2	100.0
	Total	819	98.3	100.0	
Missing	No response	14	1.7		
Total		833	100.0		

Q19 How IMPORTANT or UNIMPORTANT are the following programming features?

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q19A Importance of programming features: Local programming	464	369	4.09	5.00	1.208
Q19B Importance of programming features: News programming	465	368	3.91	4.00	1.263
Q19C Importance of programming features: Music channels	453	380	2.14	2.00	1.224
Q19D Importance of programming features: Children's programming	456	377	1.95	1.00	1.257
Q19E Importance of programming features: Sports programming	460	373	3.54	4.00	1.552

Q19A Importance of programming features: Local programming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	22	2.7	4.8	4.8
	2	40	4.8	8.7	13.5
	3	64	7.7	13.8	27.3
	4	84	10.0	18.0	45.3
	5 - Very Important	254	30.5	54.7	100.0
	Total	464	55.7	100.0	
Missing	N/A - No cable or satellite television service	353	42.4		
	No response	16	1.9		
	Total	369	44.3		
Total		833	100.0		

Q19B Importance of programming features: News programming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	32	3.9	6.9	6.9
	2	38	4.5	8.1	15.1
	3	85	10.2	18.2	33.3
	4	93	11.2	20.0	53.3
	5 - Very Important	217	26.0	46.7	100.0
	Total	465	55.8	100.0	
Missing	N/A - No cable or satellite television service	353	42.4		
	No response	15	1.8		
	Total	368	44.2		
Total		833	100.0		

Q19C Importance of programming features: Music channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	192	23.0	42.3	42.3
	2	98	11.8	21.7	64.0
	3	102	12.3	22.6	86.6
	4	31	3.7	6.8	93.4
	5 - Very Important	30	3.6	6.6	100.0
	Total	453	54.4	100.0	
Missing	N/A - No cable or satellite television service	353	42.4		
	No response	27	3.2		
	Total	380	45.6		
Total		833	100.0		

Q19D Importance of programming features: Children's programming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	252	30.3	55.3	55.3
	2	72	8.7	15.8	71.1
	3	62	7.5	13.7	84.8
	4	44	5.3	9.6	94.4
	5 - Very Important	26	3.1	5.6	100.0
	Total	456	54.8	100.0	
Missing	N/A - No cable or satellite television service	353	42.4		
	No response	24	2.8		
	Total	377	45.2		
Total		833	100.0		

Q19E Importance of programming features: Sports programming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all Important	90	10.8	19.5	19.5
	2	37	4.5	8.1	27.6
	3	57	6.9	12.5	40.1
	4	86	10.3	18.7	58.8
	5 - Very Important	189	22.7	41.2	100.0
	Total	460	55.2	100.0	
Missing	N/A - No cable or satellite television service	353	42.4		
	No response	20	2.4		
	Total	373	44.8		
Total		833	100.0		

Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Free	9	1.0	1.9	1.9
	\$1 to \$20	36	4.4	8.2	10.1
	\$21 to \$30	31	3.8	7.0	17.1
	\$31 to \$40	28	3.4	6.3	23.4
	\$41 to \$50	32	3.9	7.2	30.6
	\$51 to \$60	45	5.4	10.1	40.7
	\$61 to \$70	63	7.5	14.1	54.8
	More than \$70	202	24.2	45.2	100.0
	Total	446	53.6	100.0	
	Missing	N/A - No cable or satellite television service	353	42.4	
No response		34	4.1		
Total		387	46.4		
Total		833	100.0		

\$q21 Please indicate which type(s) of telephone service you have:

		Responses		Percent of Cases
		N	Percent	
\$q21 Please indicate which type(s) of telephone service you have: ^a	Q21_1 Fixed (landline) from Century Link	154	14.7%	18.5%
	Q21_2 Fixed from my cable provider	177	17.0%	21.3%
	Q21_3 Wireless from AT&T, etc.	614	58.8%	73.7%
	Q21_4 Do not have any telephone service	46	4.4%	5.5%
	Q21_5 Other phone service	36	3.5%	4.3%
	Q21X No response/none selected	17	1.6%	2.0%
	Total	1044	100.0%	125.3%

a. Dichotomy group tabulated at value 1.

Q22 Is any member of your family allowed by his/her employer to telework from home?

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes, and our home Internet connection enables telework	432	51.9	53.4	53.4
	Yes, but home Internet connection is not fast enough for telework	39	4.6	4.8	58.2
	No	314	37.7	38.8	97.0
	Not sure	24	2.9	3.0	100.0
	Total	809	97.1	100.0	
Missing	No response	24	2.9		
Total		833	100.0		

Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Someone in my family already does telework from home	316	38.0	38.9	38.9
	Someone in my family would like to telework	140	16.8	17.2	56.1
	No	343	41.2	42.1	98.2
	Someone in my family already does telework from home AND Someone in my family would like to telework	14	1.7	1.8	100.0
	Total	814	97.7	100.0	
Missing	No response	19	2.3		
Total		833	100.0		

Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I/we already have a home-based business	172	20.6	20.9	20.9
	Yes, I/we plan to start one in next three years	95	11.4	11.6	32.6
	No	553	66.4	67.4	100.0
	Total	820	98.4	100.0	
Missing	No response	13	1.6		
Total		833	100.0		

Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential home-based business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	.2	.7	.7
	Somewhat unimportant	8	1.0	3.1	3.8
	Somewhat important	50	6.0	18.6	22.4
	Very important	207	24.9	77.6	100.0
	Total	267	32.0	100.0	
Missing	No response	566	68.0		
Total		833	100.0		

Q26 Please indicate to what degree you believe the City should do the following:

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q26A Help provide broadband communications services for local nonprofit organizations	799	34	3.743	4.000	1.2473
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	804	29	4.451	5.000	.9586
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	803	30	4.298	5.000	1.0201
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	794	39	3.883	4.000	1.1761

Q26A Help provide broadband communications services for local nonprofit organizations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	61	7.4	7.7	7.7

	2.0	53	6.3	6.6	14.3
	3.0	223	26.7	27.9	42.1
	4.0	155	18.6	19.4	61.5
	5 - Strongly Agree	307	36.9	38.5	100.0
	Total	799	95.9	100.0	
Missing	No response	34	4.1		
Total		833	100.0		

Q26B Help ensure that all residents have access to competitively priced broadband Internet services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	24	2.9	3.0	3.0
	2.0	18	2.1	2.2	5.2
	3.0	70	8.4	8.7	14.0
	4.0	150	18.1	18.7	32.7
	5 - Strongly Agree	541	64.9	67.3	100.0
	Total	804	96.5	100.0	
Missing	No response	29	3.5		
Total		833	100.0		

Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	28	3.3	3.5	3.5
	2.0	21	2.5	2.6	6.1
	3.0	103	12.4	12.9	19.0
	4.0	183	21.9	22.7	41.7
	5 - Strongly Agree	468	56.2	58.3	100.0
	Total	803	96.4	100.0	
Missing	No response	30	3.6		
Total		833	100.0		

Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	48	5.8	6.1	6.1
	2.0	49	5.9	6.1	12.2
	3.0	165	19.8	20.7	33.0
	4.0	218	26.2	27.5	60.5
	5 - Strongly Agree	314	37.7	39.5	100.0
	Total	794	95.3	100.0	
Missing	No response	39	4.7		
Total		833	100.0		

Q27 Please indicate to what degree you agree with the following statements:

	N		Mean	Median	Std. Deviation
	Valid	Missing			
Q27A The competitive market currently offers high-speed Internet access at <u>prices that my family can afford</u>	802	31	2.79	3.00	1.236
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	804	29	3.236	3.000	1.3085
Q27C High-speed Internet access is (or is quickly becoming) as essential a <u>service as water and electricity</u>	804	29	4.323	5.000	1.0090
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	799	34	4.356	5.000	.9332

Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	153	18.3	19.0	19.0
	2	179	21.5	22.3	41.4
	3	226	27.1	28.1	69.5
	4	170	20.5	21.2	90.7
	5 - Strongly Agree	74	8.9	9.3	100.0
	Total	802	96.3	100.0	
Missing	No response	31	3.7		

Total		833	100.0		
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Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	105	12.6	13.0	13.0
	2.0	132	15.8	16.4	29.4
	3.0	205	24.6	25.5	54.9
	4.0	194	23.3	24.1	79.0
	5 - Strongly Agree	169	20.3	21.0	100.0
	Total	804	96.5	100.0	
Missing	No response	29	3.5		
Total		833	100.0		

Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	23	2.8	2.9	2.9
	2.0	31	3.7	3.8	6.7
	3.0	90	10.8	11.2	17.9
	4.0	180	21.6	22.4	40.3
	5 - Strongly Agree	481	57.7	59.7	100.0
	Total	804	96.6	100.0	
Missing	No response	29	3.4		
Total		833	100.0		

Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Strongly Disagree	16	1.9	2.0	2.0
	2.0	20	2.3	2.4	4.4
	3.0	102	12.2	12.8	17.2
	4.0	189	22.6	23.6	40.8
	5 - Strongly Agree	473	56.8	59.2	100.0
	Total	799	95.9	100.0	
Missing	No response	34	4.1		
Total		833	100.0		

Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Install state-of-the-art network and offer services to the public	347	41.6	43.0	43.0
	Install state-of-the-art network and lease it to competing private companies to offer services to the public	178	21.4	22.1	65.0
	Encourage a private firm to build a fiber network	104	12.5	12.9	78.0
	No role	43	5.1	5.3	83.3
	Don't know	116	13.9	14.3	97.6
	Other/multiple selected	19	2.3	2.4	100.0
	Total	807	96.9	100.0	
Missing	No response	26	3.1		
Total		833	100.0		

Q29 The person completing this questionnaire is:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	364	43.7	44.8	44.8
	Male	448	53.8	55.2	100.0
	Total	812	97.5	100.0	
Missing	No response	21	2.5		
Total		833	100.0		

Q30 To which age group do you belong?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34 years	297	35.7	36.4	36.4
	35 to 44 years	163	19.6	20.0	56.5
	45 to 54 years	132	15.8	16.2	72.6
	55 to 64 years	116	13.9	14.2	86.8
	65 years and older	107	12.9	13.2	100.0
	Total	815	97.8	100.0	
Missing	No response	18	2.2		
Total		833	100.0		

Q31 Which category best describes your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some high school	6	.7	.8	.8
	Completed high school	43	5.1	5.2	6.0
	Two-year college associate or technical degree	104	12.5	12.7	18.7
	Four-year college degree	358	43.0	44.0	62.7
	Graduate degree	303	36.4	37.3	100.0
	Total	814	97.7	100.0	
Missing	No response	19	2.3		
Total		833	100.0		

Q32 What was your approximate 2014 household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	43	5.2	5.5	5.5
	\$25,000 to \$49,999	113	13.5	14.3	19.8
	\$50,000 to \$74,999	143	17.2	18.1	37.9
	\$75,000 to \$99,999	118	14.1	14.9	52.9
	\$100,000 to \$149,999	171	20.5	21.6	74.5
	\$150,000 to \$199,999	99	11.9	12.5	87.0
	\$200,000 or more	102	12.3	13.0	100.0
	Total	789	94.7	100.0	
Missing	No response	44	5.3		
Total		833	100.0		

Q33 Do you own or rent your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	518	62.2	63.6	63.6
	Rent	296	35.6	36.4	100.0
	Total	815	97.8	100.0	
Missing	No response	18	2.2		
Total		833	100.0		

5g1 Which of the following services do you currently purchase for your household?

Service	N	Percent	Percent of Cases
Q1_1 Internet service	792	84.8%	95.1%
Q1_2 Cable or satellite	462	49.0%	55.3%
Q1_3 Fixed (land-line) telephone service	292	31.0%	34.9%
Q1_4 Cellular/mobile	746	79.2%	89.4%
Q1_5 Cable or satellite television	2	0.2%	0%
Q1_6 Home (no) internet service	3	0.3%	0%
Q1_7 No response/none	7	0.7%	0%
Total	933	100.0%	100.0%

5g2 Which of the following services do you currently purchase for your household?

Service	N	Percent	Percent of Cases
Q2_1 Internet service	97.8%	100.0%	100.0%
Q2_2 Cable or satellite television	41.8%	42.6%	42.6%
Q2_3 Fixed (land-line) telephone service	7.7%	7.8%	7.8%
Q2_4 Cellular/mobile telephone service	88.0%	89.6%	89.6%

Q2 Are any of these services obtained from the same provider (bundled)?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
All my services are bundled	75	8.0	9.3	9.3
All services are obtained through separate providers	314	33.7	35.1	44.3
Some services are bundled, some are obtained through separate providers	452	48.8	51.7	96.0
Don't know	7	0.7	0%	96.0
Missing	75	8.0	0%	96.0
Total	833	100.0		

Q3 How IMPORTANT or UNIMPORTANT are the following services to your household?

Service	Valid	Missing	Mean	Median	Std. Deviation
Q3A Importance of services: Internet connection	833	0	4.70	5.00	.861
Q3B Importance of services: High-speed internet	833	0	4.45	5.00	.969
Q3C Importance of services: Basic cable television	807	26	2.75	3.00	1.551
Q3D Importance of services: Premium cable	807	26	2.18	2.00	1.374
Q3E Importance of services: Fixed (land-line)	836	0	2.05	1.00	1.455
Q3F Importance of services: Cellular/mobile	822	11	4.89	5.00	.786

Q3A Importance of services: Internet connection (any speed)

Response	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at All Important	22	2.6	2.7	2.7
2	45	5.4	5.4	8.1
3	147	17.6	17.6	25.7
4	271	32.5	32.5	58.2
5 - Very Important	388	46.5	46.5	100.0
Total	833	100.0		

Q3B Importance of services: High-speed internet connection

Response	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at All Important	29	3.4	3.5	3.5
2	76	9.1	9.1	12.6
3	207	24.7	24.7	37.3
4	347	41.5	41.5	78.8
5 - Very Important	278	33.3	33.3	100.0
Total	833	100.0		

Q3C Importance of services: Basic cable television service

Response	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at All Important	276	34.2	34.2	34.2
2	175	21.7	21.7	55.9
3	252	31.2	31.2	87.1
4	112	13.9	13.9	101.0
5 - Very Important	69	8.6	8.6	100.0
Total	807	100.0		

Q3D Importance of services: Premium cable television services

Response	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at All Important	392	48.6	48.6	48.6
2	131	16.4	16.4	65.0
3	125	15.6	15.6	80.6
4	72	9.0	9.0	89.6
5 - Very Important	43	5.4	5.4	95.0
Total	807	100.0		

Q3E Importance of services: Fixed (land-line) telephone service

Response	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at All Important	469	56.1	56.1	56.1
2	211	25.4	25.4	81.5
3	102	12.3	12.3	93.8
4	49	5.9	5.9	99.7
5 - Very Important	25	3.0	3.0	100.0
Total	833	100.0		

Q3F Importance of services: Cellular/mobile telephone service

Response	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at All Important	75	9.1	9.1	9.1
2	102	12.4	12.4	21.5
3	211	25.4	25.4	46.9
4	271	32.5	32.5	79.4
5 - Very Important	173	20.8	20.8	100.0
Total	807	100.0		

5g3 Which of the following services do you currently purchase for your household?

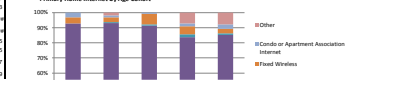
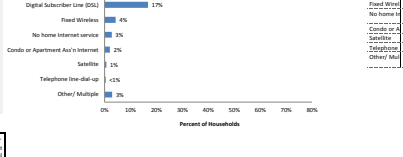
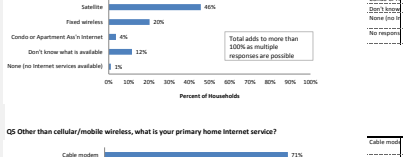
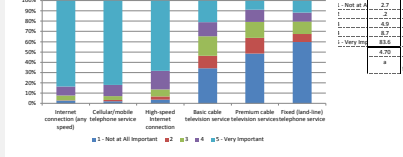
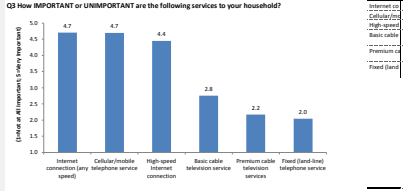
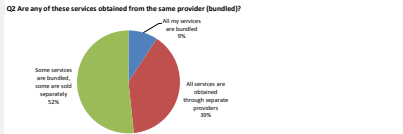
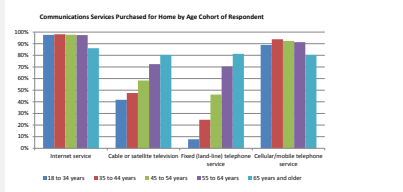
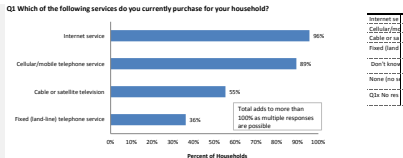
Service	N	Percent	Percent of Cases
Q4_1 Digital Subscriber Line (DSL)	482	50.7%	57.8%
Q4_2 Cable modem	492	52.3%	61.5%
Q4_3 Satellite	100	10.6%	12.0%
Q4_4 No internet service	10	1.1%	1.2%
Q4_5 No response/none	11	1.2%	1.3%
Total	943	100.0%	100.0%

Q5 Other than cellular/mobile wireless, what is your primary home internet service?

Response	Frequency	Percent	Valid Percent	Cumulative Percent
No home internet service	2	2.6	2.7	2.7
Digital Subscriber Line (DSL)	22	2.8	2.8	5.5
Telephone line dial-up	2	0.3	0.3	5.8
Cable modem	42	5.3	5.3	11.1
Satellite	7	0.9	0.9	12.0
Fixed Wireless	76	9.6	9.6	21.6
Condo or Apartment Au's Internet service (not listed)	18	2.3	2.3	23.9
Other	25	3.2	3.2	27.1
Total	833	100.0		

Other than cellular/mobile wireless, what is your primary home internet service? To which age group do you belong? Crosstabulation

Other than cellular/mobile wireless, what is your primary home internet service?	To which age group do you belong?			
	18 to 34 years	35 to 44 years	45 to 54 years	55 years and older
No home internet service	0	2	1	1
Digital Subscriber Line (DSL)	42	26	30	21
Cable modem	229	123	83	60
Satellite	6	1	4	2
Fixed Wireless	12	15	11	6
Condo or Apartment Association Internet	9	2	1	2
Other	0	2	0	1
Total	308	171	130	93



Q1

Service	Percent
Internet service	95%
Cellular/mobile telephone service	89%
Cable or satellite television	55%
Fixed (land-line) telephone service	35%

Q3

Service	Mean
Internet connection	4.7
Cellular/mobile telephone service	4.7
High-speed internet connection	4.4
Basic cable television service	2.8
Premium cable television services	2.2
Fixed (land-line) telephone service	2.0

Q3

Service	1 - Not at All Important	2	3	4	5 - Very Important
Internet connection (any speed)	2.7	5.4	17.6	32.5	46.5
Cellular/mobile telephone service	9.1	12.4	25.4	32.5	20.8
High-speed internet connection	3.4	9.1	24.7	41.5	33.3
Basic cable television service	34.2	21.7	31.2	13.9	8.6
Premium cable television services	48.6	16.4	15.6	9.0	5.4
Fixed (land-line) telephone service	56.1	25.4	12.3	5.9	3.0

Q4

Service	Percent
Cable modem	84%
Cellular/mobile services	64%
Digital Subscriber Line (DSL)	58%
Satellite	44%
Fixed wireless	20%
Condo or Apartment Au's Internet service	8%
Don't know where available	12%
None (no internet services available)	2%

Q5

Service	Percent
Cable modem	71%
Digital Subscriber Line (DSL)	17%
Fixed Wireless	4%
No home internet service	3%
Condo or Apartment Au's Internet service	2%
Satellite	<1%
Telephone line dial-up	<1%
Other/Multiple	3%

No response	22	2.8	
Total	803	100.0	

Q9G Importance of home internet service: Overall customer service

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at all important	9	1.1	1.1	1.1
2	28	3.5	4.6	5.7
3	124	15.4	15.4	20.6
4	270	33.6	33.6	54.2
5 - Very important	372	46.4	46.4	100.0
Total	783	97.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q9H Importance of home internet service: Ability to 'bundle' with cable TV service

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Not at all important	102	12.8	12.8	12.8
2	115	14.4	14.4	27.2
3	155	19.4	19.4	46.6
4	220	27.8	27.8	74.4
5 - Very important	291	36.2	36.2	100.0
Total	783	97.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10 How SATISFIED or DISSATISFIED are the following aspects of current home internet access?

	Valid	Missing	Mean	Std. Deviation	Std. Error
Q10A Satisfaction with home internet service: Speed	786	45	3.40	1.000	1.004
Q10B Satisfaction with home internet service: Reliability of connection	786	45	3.48	1.000	1.079
Q10C Satisfaction with home internet service: Price of services	783	50	2.44	1.000	1.146
Q10D Satisfaction with home internet service: Clarity of bills	783	60	3.15	1.000	1.045
Q10E Satisfaction with home internet service: Ability to contact provider	786	65	3.04	1.000	1.074
Q10F Satisfaction with home internet service: Technical support service	776	59	3.88	1.000	1.119
Q10G Satisfaction with home internet service: Overall customer service	643	150	3.00	1.000	1.103

Q10A Satisfaction with home internet service: Speed of connection

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	40	4.8	5.1	5.1
2	105	12.8	13.3	18.4
3	255	31.3	33.1	51.5
4	264	32.7	35.5	84.0
5 - Very Satisfied	120	14.8	15.6	100.0
Total	786	96.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10B Satisfaction with home internet service: Reliability of connection

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	46	5.7	6.1	6.1
2	120	15.1	16.1	22.2
3	255	31.9	34.1	56.3
4	270	33.6	35.3	89.6
5 - Very Satisfied	100	12.6	13.4	100.0
Total	791	97.1	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10C Satisfaction with home internet service: Price of services

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	205	26.0	28.2	28.2
2	200	25.4	29.2	53.6
3	278	35.4	47.8	81.4
4	111	14.1	18.9	95.7
5 - Very Satisfied	90	11.4	15.3	100.0
Total	784	98.9	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10D Satisfaction with home internet service: Clarity of bills

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	25	3.1	3.4	3.4
2	102	12.8	13.8	17.2
3	220	27.8	29.9	47.1
4	381	47.8	51.6	92.2
5 - Very Satisfied	185	23.3	24.9	100.0
Total	713	88.7	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	735	91.5	100.0	

Q10E Satisfaction with home internet service: Ability to contact provider

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	35	4.4	4.4	4.4
2	120	15.1	15.1	19.5
3	220	27.8	27.8	47.3
4	300	37.8	37.8	85.1
5 - Very Satisfied	110	13.9	13.9	100.0
Total	785	97.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10F Satisfaction with home internet service: Technical support service

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	40	5.0	5.1	5.1
2	112	14.1	14.5	19.6
3	220	27.8	28.3	47.9
4	300	37.8	39.1	87.0
5 - Very Satisfied	111	13.9	14.5	100.0
Total	783	97.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10G Satisfaction with home internet service: Overall customer service

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	215	26.8	24.9	24.9
2	180	22.4	20.6	45.5
3	270	33.6	29.9	75.4
4	178	22.2	20.0	95.4
5 - Very Satisfied	40	5.0	4.6	100.0
Total	783	97.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q10H Satisfaction with home internet service: Ability to 'bundle' with cable TV service

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Dissatisfied	40	5.0	5.1	5.1
2	115	14.4	15.1	20.2
3	220	27.8	29.1	49.3
4	300	37.8	40.5	89.8
5 - Very Satisfied	108	13.6	14.2	100.0
Total	783	97.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	803	100.0		

Q11 How willing or unwilling would you be to switch to a service of 100 Mbps for the following monthly price?

	Valid	Missing	Mean	Std. Deviation	Std. Error
Q11A Willing to switch 100 Mbps: \$55 per month	72	71	4.30	1.000	1.247
Q11B Willing to switch 100 Mbps: \$55 per month	72	71	4.30	1.000	1.247
Q11C Willing to switch 100 Mbps: \$75 per month	102	78	3.60	1.000	1.060
Q11D Willing to switch 100 Mbps: \$75 per month	102	78	3.60	1.000	1.060
Q11E Willing to switch 100 Mbps: \$95 per month	122	105	3.00	1.000	1.062
Q11F Willing to switch 100 Mbps: \$95 per month	122	105	3.00	1.000	1.062

Q11A Willing to switch 100 Mbps: \$55 per month

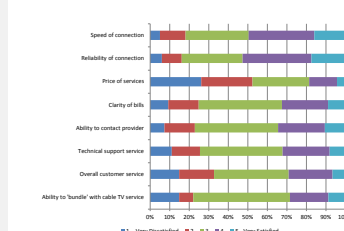
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	60	7.5	8.2	8.2
2	72	9.0	10.0	18.2
3	102	12.7	14.1	32.3
4	180	22.5	24.5	56.8
5 - Very Willing	258	32.3	35.2	100.0
Total	672	83.5	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	694	86.3	100.0	

Q11B Willing to switch 100 Mbps: \$55 per month

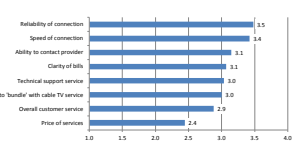
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	143	17.9	19.2	19.2
2	102	12.7	14.5	33.7
3	180	22.5	26.2	60.0
4	300	37.8	44.7	94.7
5 - Very Willing	158	19.7	21.4	100.0
Total	883	110.6	100.0	
Missing	N/A - No home internet	22	2.8	
	No response	22	2.8	
Total	905	113.4	100.0	

Q10 How SATISFIED or DISSATISFIED are the following aspects of current home internet access?

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	Mean	Std. Deviation	Std. Error
1 - Very Dissatisfied	4.8%	12.8%	33.6%	48.8%	3.40	1.000	1.004
2 - Dissatisfied	5.7%	15.1%	34.1%	45.1%	3.48	1.000	1.079
3 - Satisfied	26.0%	25.4%	47.8%	10.8%	2.44	1.000	1.146
4 - Very Satisfied	14.1%	13.9%	20.0%	52.0%	3.15	1.000	1.045
Total	3.4	3.5	2.4	3.1	3.1	1.0	2.0



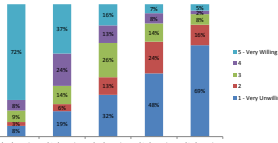
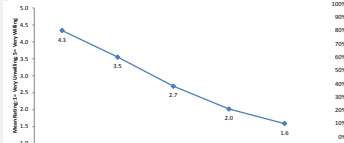
Reliability	3.48
Speed of c	3.42
Ability to c	3.15
Clarity of b	3.07
Technical s	3.04
Ability to 'b	3.00
Overall cus	2.88
Price of se	2.44



Q11 How willing or unwilling would you be to switch to a service of 100 Mbps for the following monthly price?

	Very Unwilling	Unwilling	Satisfied	Very Willing	Total	Mean	Std. Deviation	Std. Error
Q11A Willing to switch 100 Mbps: \$55 per month	8%	1%	9%	82%	4.3	1.000	1.247	
Q11B Willing to switch 100 Mbps: \$55 per month	18%	1%	14%	67%	3.6	1.000	1.060	
Q11C Willing to switch 100 Mbps: \$75 per month	22%	1%	17%	60%	3.0	1.000	1.062	
Q11D Willing to switch 100 Mbps: \$75 per month	22%	1%	17%	60%	3.0	1.000	1.062	
Q11E Willing to switch 100 Mbps: \$95 per month	26%	1%	13%	60%	2.6	1.000	1.062	
Q11F Willing to switch 100 Mbps: \$95 per month	26%	1%	13%	60%	2.6	1.000	1.062	

Q11 How willing or unwilling would you be to switch to a service of 100 Mbps for the following monthly price?



Somewhat or Very Willing to Switch Internet Providers for Monthly Price of...



Q11C Willing to switch 100 Mbps: \$75 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	25	2.9	25.0	25.0
2	45	5.3	45.0	70.0
3	100	11.8	100.0	75.0
4	75	8.8	75.0	83.8
5 - Very Willing	117	13.7	117.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	353	41.1	353.0	100.0

Q11D Willing to switch 100 Mbps: \$85 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	15	1.8	15.0	15.0
2	35	4.1	35.0	50.0
3	75	8.8	75.0	65.0
4	75	8.8	75.0	73.8
5 - Very Willing	90	10.6	90.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	353	41.1	353.0	100.0

Q11E Willing to switch 100 Mbps: \$95 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	15	1.8	15.0	15.0
2	35	4.1	35.0	50.0
3	75	8.8	75.0	65.0
4	75	8.8	75.0	73.8
5 - Very Willing	90	10.6	90.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	353	41.1	353.0	100.0

Q12 How willing or unwilling would you be to switch to a service of 1 Gbps for the following monthly price?					
	Valid	Missing	Mean	Std. Deviation	N of Valid Cases
Q12A Willing to switch 1 Gbps: \$55 per month	740	89	4.47	1.00	1,571
Q12B Willing to switch 1 Gbps: \$65 per month	740	89	4.10	1.00	1,571
Q12C Willing to switch 1 Gbps: \$75 per month	718	115	3.22	1.00	1,577
Q12D Willing to switch 1 Gbps: \$85 per month	718	115	2.46	1.00	1,478
Q12E Willing to switch 1 Gbps: \$95 per month	717	116	1.87	1.00	1,390

Q12A Willing to switch 1 Gbps: \$55 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	95	12.8	95.0	12.8
2	115	15.1	115.0	27.9
3	215	28.8	215.0	56.7
4	165	22.1	165.0	78.8
5 - Very Willing	50	6.7	50.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	603	71.1	603.0	100.0

Q12B Willing to switch 1 Gbps: \$65 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	110	14.2	110.0	14.2
2	135	17.4	135.0	31.6
3	215	27.8	215.0	59.4
4	165	21.3	165.0	80.7
5 - Very Willing	45	5.8	45.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	603	71.1	603.0	100.0

Q12C Willing to switch 1 Gbps: \$75 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	170	23.7	170.0	23.7
2	195	26.9	195.0	50.6
3	215	29.1	215.0	79.7
4	115	15.7	115.0	95.4
5 - Very Willing	33	4.5	33.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	603	71.1	603.0	100.0

Q12D Willing to switch 1 Gbps: \$85 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	200	27.0	200.0	27.0
2	215	28.8	215.0	55.8
3	165	22.1	165.0	77.9
4	85	11.4	85.0	89.3
5 - Very Willing	33	4.5	33.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	603	71.1	603.0	100.0

Q12E Willing to switch 1 Gbps: \$95 per month				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Very Unwilling	300	40.7	300.0	40.7
2	120	16.3	120.0	57.0
3	115	15.5	115.0	72.5
4	45	6.0	45.0	78.5
5 - Very Willing	15	2.0	15.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	603	71.1	603.0	100.0

Q13 How often does your family use your home internet connection (not including cellular/mobile) for:		
	Valid	Missing
Q13A Listening to music (streaming)	775	75
Q13B Watching movies, videos, or TV	740	89
Q13C Buying products online	775	75
Q13D Connecting to a work computer	775	75
Q13E Making video calls	775	75
Q13F Running a home business	775	75
Q13G Accessing school resources (for parents of school-aged children)	775	75

Q13A Listening to music (streaming)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	25	3.2	25.0	3.2
Occasionally	275	35.6	275.0	38.8
Frequently	475	61.2	475.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0

Q13B Watching movies, videos, or TV				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	65	8.8	65.0	8.8
Occasionally	115	15.7	115.0	24.5
Frequently	560	75.5	560.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0

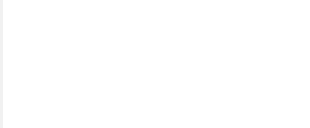
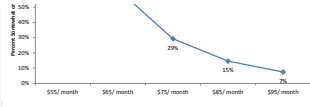
Q13C Buying products online				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	45	5.8	45.0	5.8
Occasionally	175	22.7	175.0	28.5
Frequently	555	71.5	555.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0

Q13D Connecting to a work computer				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	15	1.9	15.0	1.9
Occasionally	155	20.0	155.0	21.9
Frequently	505	65.1	505.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0

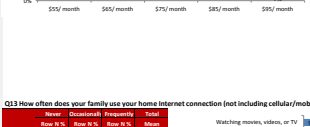
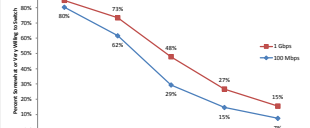
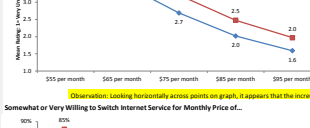
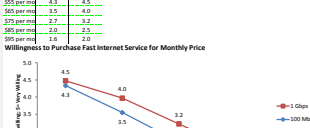
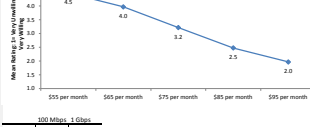
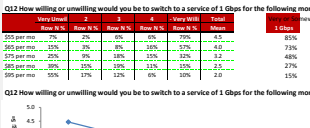
Q13E Making video calls				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	45	5.8	45.0	5.8
Occasionally	145	18.7	145.0	24.5
Frequently	585	75.5	585.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0

Q13F Running a home business				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	15	1.9	15.0	1.9
Occasionally	155	20.0	155.0	21.9
Frequently	505	65.1	505.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0

Q13G Accessing school resources				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	15	1.9	15.0	1.9
Occasionally	155	20.0	155.0	21.9
Frequently	505	65.1	505.0	100.0
Missing	N/A - No home internet	75	8.8	100.0
	No response	75	8.8	100.0
Total	775	92.6	775.0	100.0



Q12 How willing or unwilling would you be to switch to a service of 1 Gbps for the following monthly price?						
	Very Unwilling	Unwilling	Somewhat Unwilling	Somewhat Willing	Very Willing	Total
\$55 per mo.	7%	2%	6%	15%	70%	45
\$65 per mo.	1%	2%	18%	18%	72%	45
\$75 per mo.	2%	3%	18%	15%	62%	45
\$85 per mo.	1%	1%	18%	13%	77%	45
\$95 per mo.	1%	1%	18%	13%	77%	45



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	29	2.3	2.3	2.3
Occasionally	175	13.6	15.9	18.2
Frequently	322	25.0	36.5	56.4
Total	526	40.9	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	28	3.4		
Total	50	6.4		
Total	833	100.0		

Q13G Running a home business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	113	8.6	15.8	15.8
Occasionally	462	35.1	59.2	75.0
Frequently	148	11.3	22.9	97.9
Total	723	55.0	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q13H Receiving government info such as service locations or contact info

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	113	8.6	22.2	22.2
Occasionally	462	35.1	80.0	102.2
Frequently	148	11.3	32.2	134.4
Total	723	55.0	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q13I Conducting government transactions such as permits

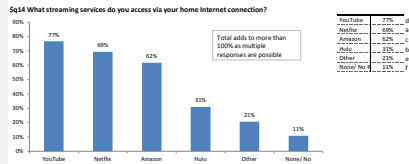
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	113	8.6	24.1	24.1
Occasionally	462	35.1	83.8	107.9
Frequently	148	11.3	33.1	141.0
Total	723	55.0	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q13J Accessing school resources (for parents of school-aged children)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	113	8.6	27.8	27.8
Occasionally	462	35.1	125.0	152.8
Frequently	148	11.3	39.2	192.0
Total	723	55.0	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

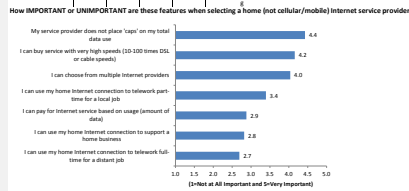
S614 What streaming services do you access via your home internet connection?

	n	Percent	Percent of Cum.
Q614 How often do you use these services?			
Q614 1 Netflix	775	23.0%	23.0%
Q614 2 Amazon	723	21.8%	44.8%
Q614 3 Hulu	500	15.0%	59.8%
Q614 4 YouTube	723	21.8%	81.6%
Q614 5 Disney	167	5.0%	86.6%
Q614 6 No response	68	2.0%	88.6%
Q614 7 Other	100	3.0%	91.6%
Total	3370	100.0%	100.0%



How IMPORTANT or UNIMPORTANT are these features when selecting a home (not cellular/mobile) internet service provider?

	1	2	3	4	5	Total
My service provider does not place 'caps' on my total data use	100%	0%	0%	0%	0%	100%
I can buy service with very high speeds (100-1000 times DSL or cable speeds)	3%	4%	15%	28%	49%	100%
I can choose from multiple internet providers	6%	5%	18%	29%	42%	100%
I can use my home internet connection to telework part-time for a local job	21%	8%	17%	18%	36%	100%
I can pay for internet service based on usage (amount of data)	20%	10%	16%	14%	29%	100%
I can use my home internet connection to support a home business	18%	13%	18%	13%	28%	100%
I can use my home internet connection to telework full-time for a distant job	18%	14%	18%	14%	27%	100%



How IMPORTANT or UNIMPORTANT are these features when selecting a home (not cellular/mobile) internet service provider?

	1	2	3	4	5	Total
My service provider does not place 'caps' on my total data use	100%	0%	0%	0%	0%	100%
I can buy service with very high speeds (100-1000 times DSL or cable speeds)	6%	15%	28%	49%	0%	100%
I can choose from multiple internet providers	6%	14%	25%	44%	0%	100%
I can use my home internet connection to telework part-time for a local job	21%	8%	17%	18%	36%	100%
I can pay for internet service based on usage (amount of data)	20%	10%	16%	14%	29%	100%
I can use my home internet connection to support a home business	18%	13%	18%	13%	28%	100%
I can use my home internet connection to telework full-time for a distant job	18%	14%	18%	14%	27%	100%



How IMPORTANT or UNIMPORTANT are these features when selecting a home (not cellular/mobile) internet service provider?

	1	2	3	4	5	Total
My service provider does not place 'caps' on my total data use	100%	0%	0%	0%	0%	100%
I can buy service with very high speeds (100-1000 times DSL or cable speeds)	3%	4%	15%	28%	49%	100%
I can choose from multiple internet providers	6%	5%	18%	29%	42%	100%
I can use my home internet connection to telework part-time for a local job	21%	8%	17%	18%	36%	100%
I can pay for internet service based on usage (amount of data)	20%	10%	16%	14%	29%	100%
I can use my home internet connection to support a home business	18%	13%	18%	13%	28%	100%
I can use my home internet connection to telework full-time for a distant job	18%	14%	18%	14%	27%	100%

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	22	2.6	4.3	4.3
2	148	17.8	24.4	28.7
3	372	44.8	58.8	67.5
4	275	33.1	41.5	89.0
5 - Very important	116	13.9	14.5	100.0
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15B I can buy service with very high speeds (100-1000 times DSL or cable speeds)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	22	2.6	3.5	3.5
2	119	14.3	17.2	20.7
3	372	44.8	51.4	72.1
4	275	33.1	36.9	109.0
5 - Very important	116	13.9	16.0	125.0
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15C I can pay for internet service based on usage (amount of data)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	177	21.2	22.7	22.7
2	305	36.8	39.9	62.6
3	199	24.1	25.2	87.8
4	139	16.8	18.5	106.3
5 - Very important	103	12.5	13.5	120.0
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15D My service provider does not place 'caps' on my total data use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	22	2.6	3.0	3.0
2	119	14.3	15.7	18.7
3	372	44.8	51.4	70.1
4	275	33.1	36.9	107.0
5 - Very important	116	13.9	16.0	123.0
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15E I can use my home internet connection to support a home business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	202	24.5	25.0	25.0
2	325	39.6	41.5	66.5
3	199	24.1	25.0	91.5
4	86	10.4	11.0	102.5
5 - Very important	111	13.4	14.5	117.0
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15F I can use my home internet connection to telework part-time for a local job

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	100	12.3	20.0	20.0
2	175	21.2	31.2	51.2
3	372	44.8	76.0	97.2
4	139	16.8	26.8	124.0
5 - Very important	116	13.9	21.2	145.2
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15G I can use my home internet connection to telework full-time for a distant job

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	205	24.9	26.8	26.8
2	325	39.6	43.6	70.4
3	199	24.1	26.8	97.2
4	78	9.5	10.4	107.6
5 - Very important	111	13.4	14.4	122.0
Total	723	87.2	100.0	
Missing				
N/A, No home internet	22	2.6		
No response	75	9.0		
Total	97	11.6		
Total	833	100.0		

Q15 How willing or unwilling would you be to pay an upfront hook up fee for a fiber optic network if it

	1	2	3	4	5	Total
Q15A Willing to pay fiber hook up fee 10	236	28.6%	40%	17%	10%	463
Q15B Willing to pay fiber hook up fee 200	773	93.4%	130%	50%	130%	1333
Q15C Will						

Q166 Willing to pay fiber hook-up fee: \$1,000

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	75	31.7	31.7
2	4	1.7	33.4
3	2	0.8	34.2
4	2	0.8	35.0
5 - Very Willing	75	31.7	100.0
Total	230	95.9	
Missing	No response	75	31.7
Total	305	125.6	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	68	28.6	28.6
2	78	32.6	61.2
3	112	46.2	107.4
4	158	64.8	172.2
5 - Very Willing	200	82.0	100.0
Total	516	211.2	
Missing	No response	75	31.7
Total	591	242.9	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	250	27.6	27.6
2	130	14.4	42.0
3	102	11.2	53.2
4	110	12.2	65.4
5 - Very Willing	350	38.6	100.0
Total	942	104.0	
Missing	No response	75	8.3
Total	1017	112.3	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	60	23.0	23.0
2	102	39.2	62.2
3	72	27.7	89.9
4	32	12.3	102.2
5 - Very Willing	70	26.8	100.0
Total	236	89.0	
Missing	No response	75	28.1
Total	311	117.1	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	60	23.0	23.0
2	102	39.2	62.2
3	72	27.7	89.9
4	32	12.3	102.2
5 - Very Willing	70	26.8	100.0
Total	236	89.0	
Missing	No response	75	28.1
Total	311	117.1	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	60	23.0	23.0
2	102	39.2	62.2
3	72	27.7	89.9
4	32	12.3	102.2
5 - Very Willing	70	26.8	100.0
Total	236	89.0	
Missing	No response	75	28.1
Total	311	117.1	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	75	31.7	31.7
2	4	1.7	33.4
3	2	0.8	34.2
4	2	0.8	35.0
5 - Very Willing	75	31.7	100.0
Total	230	95.9	
Missing	No response	75	31.7
Total	305	125.6	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	80	33.3	33.3
2	70	28.0	61.3
3	60	24.0	85.3
4	60	24.0	100.0
5 - Very Willing	70	28.0	100.0
Total	240	96.0	
Missing	No response	75	31.7
Total	315	126.7	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	140	27.7	27.7
2	80	15.6	43.3
3	140	27.7	71.0
4	140	27.7	98.7
5 - Very Willing	200	39.3	100.0
Total	500	98.0	
Missing	No response	75	14.8
Total	575	112.8	

Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	110	21.9	21.9
2	110	21.9	43.8
3	110	21.9	65.7
4	110	21.9	87.6
5 - Very Willing	150	29.4	100.0
Total	500	98.0	
Missing	No response	75	14.8
Total	575	112.8	

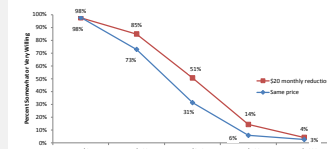
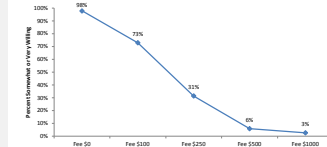
Frequency	Percent	Valid Percent	Cumulative Percent
1 - Very Unwilling	60	23.0	23.0
2	80	30.8	53.8
3	70	26.5	80.3
4	70	26.5	100.0
5 - Very Willing	70	26.5	100.0
Total	250	93.3	
Missing	No response	75	28.1
Total	325	121.4	

Fee \$1000 98% 70% 25% 10% 2% 1% 2%

Q16 How willing or unwilling would you be to pay an upfront hook-up fee for a fiber optic network if the one-time hook-up fee were:

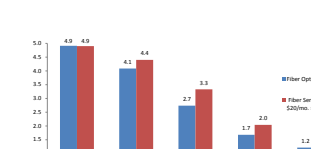
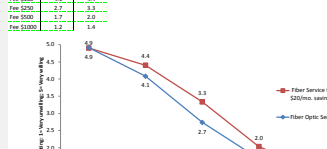
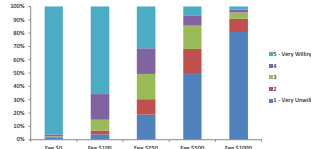
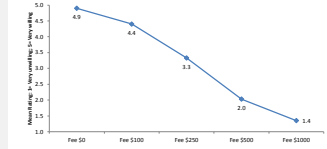


Q16 How willing or unwilling would you be to pay an upfront hook-up fee for a fiber optic network if the one-time hook-up fee were:



Mean Rating by Q11 Telephone Service (multiple response)

Telephone Service	Fee \$0	Fee \$100	Fee \$250	Fee \$500	Fee \$1000	Mean
Fiber Optic Service	4.9	4.4	3.3	2.0	1.4	3.2
Fiber Service for \$20/mo. savings	4.9	4.4	3.3	2.0	1.4	3.2



Importance of Service Aspects

Service Aspect	Mean	Top-Two Box Percentages	
Speed of Connection	4.6	25%	69%
Reliability of Connection	4.9	26%	84%
Price of Services	4.5	20%	64%
Clarity of Bills	3.8	30%	57%
Ability to Contact Provider	4.0	27%	61%
Technical Support Service	4.0	27%	62%
Overall Customer Service	4.2	31%	67%
Ability to Bundle with Cable TV Service	2.1	0%	0%

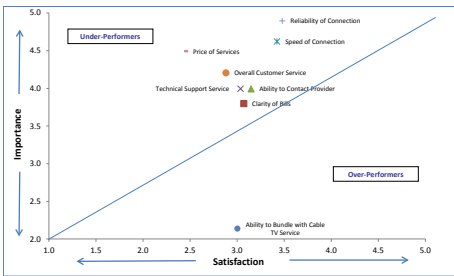
Satisfaction with Service Aspects

Service Aspect	Mean	Top-Two Box Percentages	
Speed of Connection	3.4	34%	64%
Reliability of Connection	3.5	31%	72%
Price of Services	2.4	14%	45%
Clarity of Bills	3.1	24%	59%
Ability to Contact Provider	3.1	24%	53%
Technical Support Service	3.0	24%	56%
Overall Customer Service	2.9	22%	70%
Ability to Bundle with Cable TV Service	3.0	20%	59%

Correlations

	Internet use
Spearman's rho	Q10A Satis Correlation = .264**
	Sig. (2-tailed) = .000
	N = 927
	Q10B Satis Correlation = .308**
	Sig. (2-tailed) = .000
	N = 924
	Q10C Satis Correlation = .447**
	Sig. (2-tailed) = .000
	N = 923
	Q10D Satis Correlation = .491**
	Sig. (2-tailed) = .000
	N = 919
	Q10E Satis Correlation = .758**
	Sig. (2-tailed) = .000
	N = 921
	Q10F Satis Correlation = .830**
	Sig. (2-tailed) = .000
	N = 918
	Q10H Satis Correlation = .286**
	Sig. (2-tailed) = .000
	N = 775

** Correlation is significant at the 0.01 level (2-tailed).



Importance of Service Aspects

	1 - Not at All Important	2	3	4	Very Important	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Q0A Importance of home Internet service: Speed of	0%	0%	5%	25%	69%	4.6
Q0B Importance of home Internet service: Reliability	0%	0%	0%	9%	90%	4.9
Q0C Importance of home Internet service: Price of se	0%	1%	9%	29%	61%	4.5
Q0D Importance of home Internet service: Clarity of	4%	11%	25%	24%	37%	3.8
Q0E Importance of home Internet service: Ability to	1%	9%	23%	27%	41%	4.0
Q0F Importance of home Internet service: Technical	2%	8%	21%	27%	42%	4.0
Q0G Importance of home Internet service: Overall cu	1%	4%	16%	33%	47%	4.2
Q0H Importance of home Internet service: Ability to	49%	15%	20%	9%	9%	2.1

Satisfaction with Service Aspects

	1 - Very Dissatisfied	2	3	4	Satisfied	Total
	Row N %	Row N %	Row N %	Row N %	Row N %	Mean
Q10A Satisfaction with home Internet service:	5%	13%	32%	34%	16%	3.4
Q10B Satisfaction with home Internet service:	6%	10%	31%	35%	17%	3.5
Q10C Satisfaction with home Internet service: Price	26%	26%	29%	14%	4%	2.4
Q10D Satisfaction with home Internet service:	9%	16%	43%	24%	9%	3.1
Q10E Satisfaction with home Internet service:	7%	16%	43%	24%	11%	3.1
Q10F Satisfaction with home Internet service:	11%	15%	42%	24%	8%	3.0
Q10G Satisfaction with home Internet service:	15%	18%	38%	22%	7%	2.9
Q10H Satisfaction with home Internet service: Ability	15%	7%	49%	20%	9%	3.0

Association of Home Internet Service Aspects with Overall Customer Service

Satisfaction with Service Aspects	Correlation with Overall Customer Service	Stated Importance Rating
Speed of Connection	.264**	4.6
Reliability of Connection	.308**	4.9
Price of Services	.447**	4.5
Clarity of Bills	.491**	3.8
Ability to Contact Provider	.758**	4.0
Technical Support Service	.830**	4.0
Ability to Bundle with Cable TV Service	.286**	2.1

Note: Would usually compare with overall customer satisfaction (see what are the most important drivers of overall satisfaction)

Might not make sense to compare with overall customer service (we wouldn't expect speed/reliability to be as big of a driver of customer service, but probably a big driver of overall satisfaction)

Gap Between Satisfaction and Importance Ratings

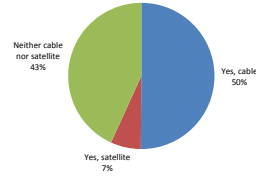
	Mean Satisfaction	Mean Importance	GAP <=>	Customer Expectations
Ability to Bundle with Cable TV Service	3.0	2.1	0.9	Exceeded
Clarity of Bills	3.1	3.8	-0.7	Not Met
Ability to Contact Provider	3.1	4.0	-0.8	Not Met
Technical Support Service	3.0	4.0	-1.0	Not Met
Speed of Connection	3.4	4.6	-1.2	Not Met
Overall Customer Service	2.9	4.2	-1.3	Not Met
Reliability of Connection	3.5	4.9	-1.4	Not Met
Price of Services	2.4	4.5	-2.0	Not Met

	Mean Satisfaction	Mean Importance
Ability to Bundle with Cable TV Service	3.0	2.1
Clarity of Bills	3.1	3.8
Ability to Contact Provider	3.1	4.0
Technical Support Service	3.0	4.0
Speed of Connection	3.4	4.6
Overall Customer Service	2.9	4.2
Reliability of Connection	3.5	4.9
Price of Services	2.4	4.5
Average	3.1	4.0

Q18 Do you purchase cable or satellite television service at home?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes, cable	409	49.2	50.0	50.0
Yes, satellite	55	6.6	6.7	56.7
Neither cable nor satellite	353	42.4	43.1	99.8
Both cable and satellite	2	.2	.2	100.0
Total	819	98.3	100.0	
Missing	14	1.7		
No response				
Total	833	100.0		

Q18 Do you purchase cable or satellite television service at home?



Q19 How IMPORTANT or UNIMPORTANT are the following programming features?

	Valid N	Missing	Mean	Median	Std. Deviation
Q19A Importance of programming features: Local programming	464	369	4.09	5.00	1.208
Q19B Importance of programming features: News programming	465	368	3.91	4.00	1.263
Q19C Importance of programming features: Music channels	453	380	2.14	2.00	1.224
Q19D Importance of programming features: Children's programming	456	377	1.95	1.00	1.257
Q19E Importance of programming features: Sports programming	460	373	3.54	4.00	1.552

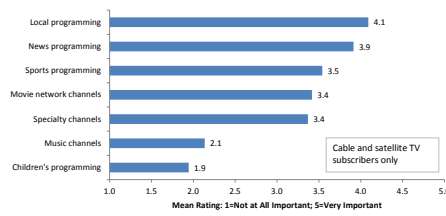
Q19 How IMPORTANT or UNIMPORTANT are the following programming features?

	1-Not at all imp	2	3	4	Very import	Total
Local progr	5%	9%	14%	18%	55%	4.1
News progr	7%	8%	18%	20%	47%	3.9
Sports prog	19%	8%	13%	19%	41%	3.5
Movie new	14%	12%	21%	23%	30%	3.4
Specialty ch	15%	9%	26%	24%	26%	3.4
Music chan	42%	22%	23%	7%	7%	2.1
Children's p	55%	16%	14%	10%	6%	1.9

Q19A Importance of programming features: Local programming

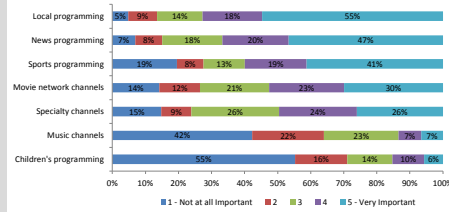
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	22	2.7	4.8	4.8
2	40	4.8	8.7	13.5
3	64	7.7	13.8	27.3
4	84	10.0	18.0	45.3
5 - Very important	254	30.5	54.7	100.0
Total	464	55.7	100.0	
Missing	N/A - No cable or satellite	353	42.4	
Television service	No response	15	3.9	
Total	369	44.3		
Total	833	100.0		

Q19 How IMPORTANT or UNIMPORTANT are the following television programming features?



Q19B Importance of programming features: News programming

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	32	3.9	6.9	6.9
2	38	4.5	8.1	15.1
3	85	10.2	18.2	33.3
4	83	11.2	20.0	53.3
5 - Very important	217	26.0	46.7	100.0
Total	465	55.8	100.0	
Missing	N/A - No cable or satellite	353	42.4	
Television service	No response	15	3.8	
Total	368	44.2		
Total	833	100.0		



Q19C Importance of programming features: Music channels

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	192	23.0	42.3	42.3
2	98	11.8	21.7	64.0
3	102	12.3	22.6	86.6
4	33	3.7	6.8	93.4
5 - Very important	30	3.6	6.6	100.0
Total	453	54.4	100.0	
Missing	N/A - No cable or satellite	353	42.4	
Television service	No response	27	3.2	
Total	380	45.6		
Total	833	100.0		

	Yes, cable	Yes, satellite	No
Q19C Impor	2.1	2.2	
Q19D Impor	1.9	2.0	
Q19E Impor	3.4	3.4	
Q19F Impor	3.4	3.5	

Q19D Importance of programming features: Children's programming

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	252	30.3	55.3	55.3
2	72	8.7	15.8	71.1
3	62	7.5	13.7	84.8
4	44	5.3	9.6	94.4
5 - Very important	26	3.1	5.6	100.0
Total	456	54.8	100.0	
Missing	N/A - No cable or satellite	353	42.4	
Television service	No response	24	2.8	
Total	377	45.2		
Total	833	100.0		

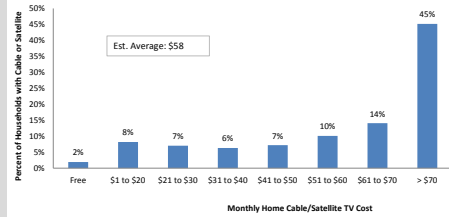
Q19E Importance of programming features: Sports programming

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 - Not at all important	90	10.8	19.5	19.5
2	37	4.5	8.1	27.6
3	57	6.9	12.5	40.1
4	86	10.3	18.7	58.8
5 - Very important	189	22.7	41.2	100.0
Total	460	55.2	100.0	
Missing	N/A - No cable or satellite	353	42.4	
Television service	No response	20	2.4	
Total	373	44.8		
Total	833	100.0		

Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Free	1	1.0	1.9	1.9
\$1 to \$20	36	4.4	8.2	10.1
\$21 to \$30	31	3.8	7.0	17.1
\$31 to \$40	28	3.4	6.3	23.4
\$41 to \$50	32	3.9	7.2	30.6
\$51 to \$60	45	5.4	10.1	40.7
\$61 to \$70	63	7.5	14.1	54.8
> \$70	202	24.2	45.2	100.0
Total	446	53.6	100.0	
Missing	N/A - No cable or satellite	353	42.4	
Television service	No response	34	4.1	
Total	387	46.4		
Total	833	100.0		

Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?



Sq21 Please indicate which type(s) of telephone service you have:

	Response N	Percent	Percent of Cases
Sq21 Please indicate which type(s) of telephone service you have?			
Q21_1 Fixed (landline) from CenturyLink	154	14.7%	18.5%
Q21_2 Fixed from my cable provider	177	17.0%	21.3%
Q21_3 Wireless from AT&T	614	58.8%	73.7%
Q21_4 Do not have any telephone service	46	4.4%	5.5%
Q21_5 Other phone service	36	3.5%	4.3%

	Cable	Satellite	Total
Free	2%	0%	2%
\$1 to \$20	8%	8%	8%
\$21 to \$30	7%	5%	7%
\$31 to \$40	6%	4%	6%
\$41 to \$50	6%	11%	7%
\$51 to \$60	11%	4%	10%
\$61 to \$70	15%	11%	14%

Q21X No response/none selected	17	1.6%	2.0%
Total	1044	100.0%	125.3%

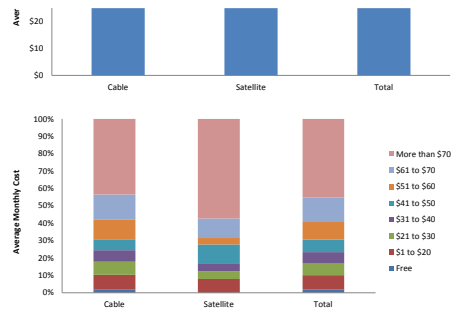
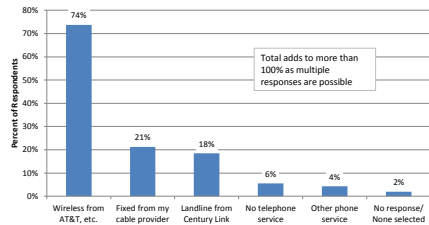
a. Dichotomy group tabulated at value 1.

More than \$	43%	57%	45%	\$ 75.00
	389	53	446	
	\$ 57.26	\$ 60.72	\$ 57.72	\$ -

		Responses		Percent of Cases
		N	Percent	
Sq21 Please indicate which type(s) of telephone service you have: ^a	Wireless from AT&T, etc.	614	58.8%	73.7%
	Fixed from my cable provider	177	17.0%	21.3%
	Landline from Century Link	154	14.7%	18.5%
	No telephone service	46	4.4%	5.5%
	Other phone service	36	3.5%	4.3%
	No response/ None selected	17	1.6%	2.0%
Total		1044	100.0%	125.3%

a. Dichotomy group tabulated at value 1.

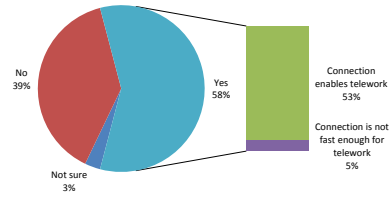
Sq21 Please indicate which type(s) of telephone service you have:



Q22 Is any member of your family allowed by his/her employer to telework from home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, and our home Internet connection enables telework	432	51.9	53.4	53.4
	Yes, but home Internet connection is not fast enough for telework	39	4.6	4.8	58.2
	No	314	37.7	38.8	97.0
	Not sure	24	2.9	3.0	100.0
	Total	809	97.1	100.0	
Missing	No response	24	2.9		
Total		833	100.0		

Q22 Is any member of your family allowed by his/her employer to telework from home?

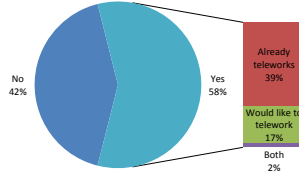


Not sure	3.0
No	38.8
Connection	53.4
Connection	4.8

Q23 Are you or any member of your household currently telecommuting, or interested in telework

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Someone in my family already does telework from home	316	38.0	38.9	38.9
	Someone in my family would like to telework	140	16.8	17.2	56.1
	No	343	41.2	42.1	98.2
	Someone in my family already does telework from home AND Someone in my family would like to telework	14	1.7	1.8	100.0
	Total	814	97.7	100.0	
Missing	No response	19	2.3		
Total		833	100.0		

Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?

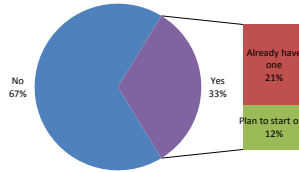


No	42.1
Already tele	38.9
Would like	17.2
Both	1.8

Q24 Does someone in your household have a home-based business or plan to start a home-based

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I/we already have a home-based business	172	20.6	20.9	20.9
	Yes, I/we plan to start one in next three years	95	11.4	11.6	32.6
	No	553	66.4	67.4	100.0
	Total	820	98.4	100.0	
Missing	No response	13	1.6		
Total		833	100.0		

Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?

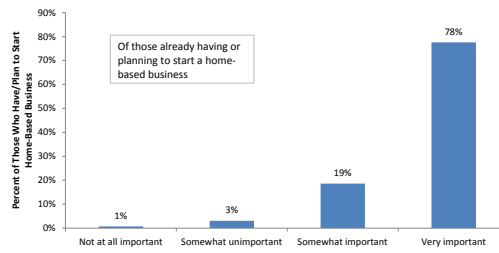


No	67.4
Already hav	20.9
Plan to start	11.6

Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	.2	.7	.7
	Somewhat unimportant	8	1.0	3.1	3.8
	Somewhat important	50	6.0	18.6	22.4
	Very important	207	24.9	77.6	100.0
	Total	267	32.0	100.0	
Missing	No response	566	68.0		
Total		833	100.0		

Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential home-based business?



Q26 Please indicate to what degree you believe the City should do the following:

	N	Missing	Mean	Median	Std. Deviation
Q26A Help provide broadband communications services for local nonprofit organizations	799	34	3.743	4.000	1.2473
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	804	29	4.451	5.000	.9586
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband Internet services	803	30	4.298	5.000	1.0201
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television	794	39	3.883	4.000	1.1761

Q26A Help provide broadband communications services for local nonprofit organizations

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	61	7.4	7.2	7.2
2	53	6.3	6.6	14.3
3	223	26.7	27.9	42.1
4	155	18.6	19.4	61.5
5 - Strongly Agree	307	36.9	38.5	100.0
Total	799	95.9	100.0	
Missing	No response	34	4.1	
Total	833	100.0		

Q26B Help ensure that all residents have access to competitively priced broadband Internet services

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	24	2.9	3.0	3.0
2	18	2.1	2.2	5.2
3	79	8.4	8.2	14.0
4	150	18.1	18.7	32.7
5 - Strongly Agree	541	64.9	67.3	100.0
Total	804	96.5	100.0	
Missing	No response	29	3.5	
Total	833	100.0		

Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband Internet services

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	28	3.3	3.5	3.5
2	21	2.5	2.6	6.1
3	103	12.4	12.9	19.0
4	183	21.9	22.7	41.7
5 - Strongly Agree	468	56.2	58.3	100.0
Total	803	96.4	100.0	
Missing	No response	30	3.6	
Total	833	100.0		

Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	48	5.8	6.1	6.1
2	49	5.9	6.3	12.2
3	165	19.8	20.7	33.0
4	218	26.2	27.5	60.5
5 - Strongly Agree	314	37.7	39.5	100.0
Total	794	95.3	100.0	
Missing	No response	39	4.7	
Total	833	100.0		

Q27 Please indicate to what degree you agree with the following statements:

	N	Missing	Mean	Median	Std. Deviation
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	802	31	2.79	3.00	1.236
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	804	29	3.236	3.000	1.3085
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	804	29	4.323	5.000	1.0090
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	799	34	4.356	5.000	.9332

Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	153	18.3	19.0	19.0
2	179	21.5	22.3	41.4
3	226	27.1	28.1	69.5
4	170	20.5	21.2	90.7
5 - Strongly Agree	74	8.9	9.3	100.0
Total	802	96.3	100.0	
Missing	No response	31	3.7	
Total	833	100.0		

Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	105	12.6	13.0	13.0
2	132	15.8	16.4	29.4
3	205	24.6	25.5	54.9
4	194	23.3	24.1	79.0
5 - Strongly Agree	169	20.3	21.0	100.0
Total	804	96.5	100.0	
Missing	No response	29	3.5	
Total	833	100.0		

Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	3	0.4	0.5	0.5
2	31	3.7	3.8	6.7
3	90	10.8	11.2	17.9
4	180	21.6	22.4	40.3
5 - Strongly Agree	482	57.7	59.7	100.0
Total	804	96.6	100.0	
Missing	No response	29	3.4	
Total	833	100.0		

Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions

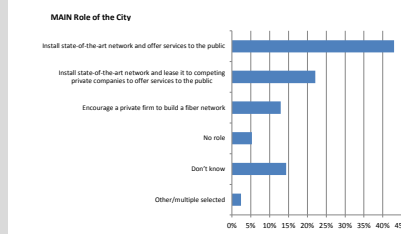
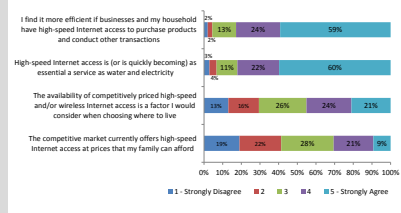
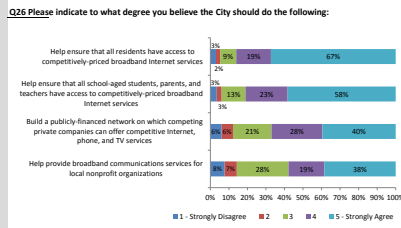
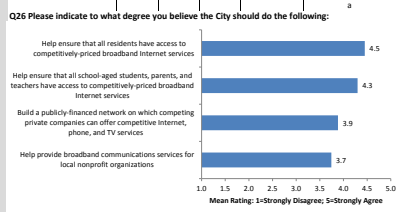
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1 - Strongly Disagree	16	1.9	2.0	2.0
2	20	2.3	2.4	4.4
3	102	12.2	12.8	17.2
4	180	22.2	23.6	40.8
5 - Strongly Agree	473	56.8	59.2	100.0
Total	799	95.9	100.0	
Missing	No response	34	4.1	
Total	833	100.0		

Q28 What do you think the MAIN role for the Seattle city government should be with respect to

	Frequency	Percent	Valid Percent	Cumulative Percent
Install state-of-the-art network and offer services to the public	347	41.6	43.0	43.0
Install state-of-the-art network and lease it to competing private companies to offer services to the public	178	21.4	22.1	65.0
Encourage a private firm to build a fiber network	104	12.5	12.9	78.0
No role	43	5.1	5.3	83.3
Don't know	116	13.9	14.3	97.6
Other/multiple selected	19	2.3	2.4	100.0
Total	807	96.9	100.0	
Missing	No response	26	3.1	0.0

Q26 Please indicate to what degree you believe the City should do the following:

	1 - Strongly Disagree	2	3	4	5 - Strongly Agree	Total Mean
Help ensure that all residents have access to competitively priced broadband Internet services	3%	2%	9%	19%	67%	4.5
Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband Internet services	3%	3%	13%	23%	58%	4.3
Build a publicly-financed network on which competing private companies can offer competitive Internet, phone, and TV services	6%	6%	21%	28%	40%	3.9
Help provide broadband communications services for local nonprofit organizations	8%	7%	28%	19%	38%	3.7



Total 833 100.0

Q29 The person completing this questionnaire is:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	364	43.7	44.8	44.8
	Male	448	53.8	55.2	100.0
	Total	812	97.5	100.0	
Missing	No response	21	2.5		
Total		833	100.0		

Q30 To which age group do you belong?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34 years	297	35.7	36.4	36.4
	35 to 44 years	163	19.6	20.0	56.5
	45 to 54 years	132	15.8	16.2	72.6
	55 to 64 years	116	13.9	14.2	86.8
	65 years and older	107	12.9	13.2	100.0
	Total	815	97.8	100.0	
Missing	No response	18	2.2		
Total		833	100.0		

Q31 Which category best describes your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some high school	6	.7	.8	.8
	Completed high school	43	5.1	5.2	6.0
	Two-year college associate or technical degree	104	12.5	12.7	18.7
	Four-year college degree	358	43.0	44.0	62.7
	Graduate degree	303	36.4	37.3	100.0
	Total	814	97.7	100.0	
Missing	No response	19	2.3		
Total		833	100.0		

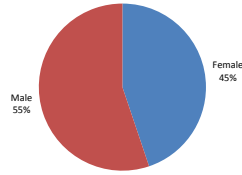
Q32 What was your approximate 2014 household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	43	5.2	5.5	5.5
	\$25,000 to \$49,999	113	13.5	14.3	19.8
	\$50,000 to \$74,999	143	17.2	18.1	37.9
	\$75,000 to \$99,999	118	14.1	14.9	52.9
	\$100,000 to \$149,999	171	20.5	21.6	74.5
	\$150,000 to \$199,999	99	11.9	12.5	87.0
	\$200,000 or more	102	12.3	13.0	100.0
	Total	789	94.7	100.0	
	Missing	No response	44	5.3	
Total		833	100.0		

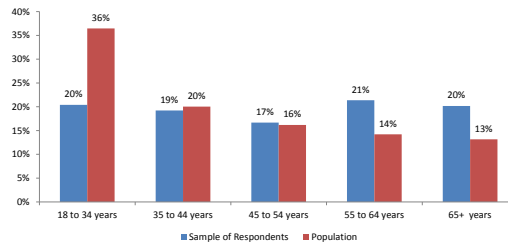
Q33 Do you own or rent your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	518	62.2	63.6	63.6
	Rent	296	35.6	36.4	100.0
	Total	815	97.8	100.0	
Missing	No response	18	2.2		
Total		833	100.0		

Q29 The person completing this questionnaire is:

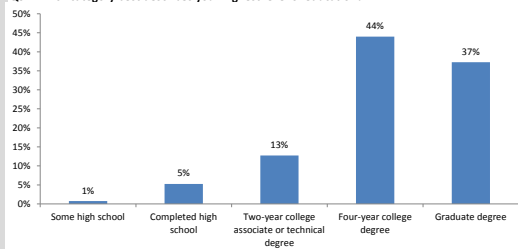


Q30 To which age group do you belong?

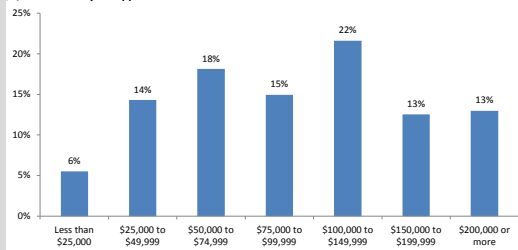


	Unweighte	Weighted
	Sample of	Population
18 to 34 years	20.4	36.4
35 to 44 years	19.2	20.0
45 to 54 years	16.7	16.2
55 to 64 years	21.4	14.2
65+ years	20.2	13.2

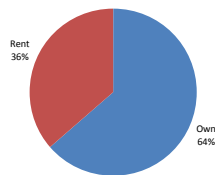
Q31 Which category best describes your highest level of education?



Q32 What was your approximate 2014 household income?



Q33 Do you own or rent your home?



Crosstabulations by Q29 Gender

		Column N %	Q29 The person		
			Female	Male	
SQ1 Services Purchase for Household	Q1_1 Internet service	Column N %	95.4%	96.8%	
	Q1_2 Cable or satellite television	Column N %	58.5%	52.1%	
	Q1_3 Fixed (land-line) telephone service	Column N %	39.1%	33.2%	
	Q1_4 Cellular/mobile telephone service	Column N %	87.7%	90.9%	
	Q1_5 Don't know which services purchased	Column N %	.2%	.4%	
	Q1_6 None (no services purchased)	Column N %	.5%	.1%	
	Q1x No response/none selected	Column N %	1.2%	.5%	
	Total	Count	364	448	
	Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled	Column N %	10.9%	8.2%
		All services are obtained through separate providers	Column N %	35.6%	42.3%
Some services are bundled, some are sold separately		Column N %	53.5%	49.6%	
Q3A Importance of services: Internet connection (any speed)	Total	Count	349	434	
	1 - Not at All Important	Column N %	2.7%	2.1%	
	2	Column N %	.3%	.1%	
	3	Column N %	3.5%	5.7%	
	4	Column N %	9.6%	7.8%	
Q3B Importance of services: High-speed Internet connection	5 - Very Important	Column N %	83.8%	84.2%	
	Total	Count	353	441	
	1 - Not at All Important	Column N %	3.7%	2.4%	
	2	Column N %	3.2%	2.8%	
	3	Column N %	7.3%	6.7%	
Q3C Importance of services: Basic cable television service	4	Column N %	21.5%	15.4%	
	5 - Very Important	Column N %	64.3%	72.7%	
	Total	Count	351	442	
	1 - Not at All Important	Column N %	31.3%	36.9%	
	2	Column N %	10.1%	13.9%	
Q3D Importance of services: Premium cable television services	3	Column N %	18.6%	19.1%	
	4	Column N %	15.4%	12.5%	
	5 - Very Important	Column N %	24.5%	17.5%	
	Total	Count	350	439	
	1 - Not at All Important	Column N %	46.3%	50.5%	
Q3E Importance of services: Fixed (land-line) telephone service	2	Column N %	17.1%	14.1%	
	3	Column N %	17.1%	14.4%	
	4	Column N %	10.7%	12.5%	
	5 - Very Important	Column N %	8.8%	8.5%	
	Total	Count	349	434	
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important	Column N %	56.1%	63.3%	
	2	Column N %	8.6%	7.1%	
	3	Column N %	13.3%	12.2%	
	4	Column N %	8.8%	8.4%	
	5 - Very Important	Column N %	13.2%	9.1%	
SQ4 Non-Dial-Up Internet Services Available	Total	Count	356	439	
	1 - Not at All Important	Column N %	2.6%	1.3%	
	2	Column N %	.7%	1.2%	
	3	Column N %	4.2%	3.7%	
	4	Column N %	9.2%	11.8%	
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	5 - Very Important	Column N %	83.2%	82.1%	
	Total	Count	357	444	
	Q4_1 Digital Subscriber Line (DSL)	Column N %	50.1%	65.3%	
	Q4_2 Cable modem	Column N %	78.8%	88.3%	
	Q4_3 Satellite	Column N %	39.2%	50.9%	
	Q4_4 Fixed wireless	Column N %	23.2%	18.1%	
	Q4_5 Cellular/mobile wireless	Column N %	64.1%	63.9%	
	Q4_6 Condo or Apartment Association Internet	Column N %	2.4%	4.7%	
	Q4_7 Don't know which Internet services are available	Column N %	14.0%	8.5%	
	Q4_8 None (no Internet services available)	Column N %	1.8%	.4%	
Q4x No response/none selected	Column N %	2.5%	.5%		
Q6 What is your main reason for not purchasing home Internet service?	Total	Count	364	448	
	No home Internet service	Column N %	2.9%	2.0%	
	Telephone line-dial-up	Column N %	.6%	.1%	
	Digital Subscriber Line (DSL)	Column N %	14.0%	19.1%	
	Cable modem	Column N %	71.3%	70.8%	
	Satellite	Column N %	.8%	.4%	
	Fixed Wireless	Column N %	6.4%	2.7%	
	Condo or Apartment Association Internet	Column N %	.9%	3.0%	
	Other	Column N %	3.1%	1.9%	
	Total	Count	347	444	
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	We have Internet-enabled devices (computer/tablet) in our home	Column N %	0.0%	0.0%	
	My family and I have no need for the Internet	Column N %	31.3%	41.7%	
	We can get Internet access at another location	Column N %	12.5%	10.4%	
	Costs are too expensive	Column N %	49.9%	37.5%	
	Cellular/mobile data service meets our needs	Column N %	6.2%	10.4%	
Q8 How would you describe the	Total	Count	10	6	
	Free	Column N %	.4%	0.0%	
	\$1 to \$20	Column N %	2.5%	1.7%	
	\$21 to \$30	Column N %	4.0%	3.6%	
	\$31 to \$40	Column N %	15.4%	12.5%	
	\$41 to \$50	Column N %	14.4%	15.4%	
	\$51 to \$60	Column N %	21.8%	19.3%	
	\$61 to \$70	Column N %	11.1%	20.4%	
	More than \$70	Column N %	30.4%	27.0%	
	Total	Count	322	427	
Q9 How would you describe the	Very slow	Column N %	2.0%	2.8%	

Mean Ratings by Q29 Gender

	Q29 The person	
	Female	Male
Q3A Importance of services: Internet connection (any speed)	4.7	4.7
Q3B Importance of services: High-speed Internet connection	4.4	4.5
Q3C Importance of services: Basic cable television service	2.9	2.6
Q3D Importance of services: Premium cable television services	2.2	2.1
Q3E Importance of services: Fixed (land-line) telephone service	2.1	1.9
Q3F Importance of services: Cellular/mobile telephone service	4.7	4.7
Q9A Importance of home Internet service: Speed of connection	4.7	4.6
Q9B Importance of home Internet service: Reliability of connection	4.9	4.9
Q9C Importance of home Internet service: Price of services	4.6	4.4
Q9D Importance of home Internet service: Clarity of bills	4.0	3.6
Q9E Importance of home Internet service: Ability to contact provider	4.2	3.8
Q9F Importance of home Internet service: Technical support service	4.2	3.8
Q9G Importance of home Internet service: Overall customer service	4.4	4.1
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	2.4	1.9
Q10A Satisfaction with home Internet service: Speed of connection	3.4	3.4
Q10B Satisfaction with home Internet service: Reliability of connection	3.5	3.5
Q10C Satisfaction with home Internet service: Price of services	2.5	2.4
Q10D Satisfaction with home Internet service: Clarity of bills	3.1	3.0
Q10E Satisfaction with home Internet service: Ability to contact provider	3.2	3.1
Q10F Satisfaction with home Internet service: Technical support service	3.1	3.0
Q10G Satisfaction with home Internet service: Overall customer service	3.0	2.8
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	3.3	2.8
Q11A Willing to switch 100 Mbps: \$55 per month	4.1	4.5
Q11B Willing to switch 100 Mbps: \$65 per month	3.1	3.9
Q11C Willing to switch 100 Mbps: \$75 per month	2.4	2.9
Q11D Willing to switch 100 Mbps: \$85 per month	1.8	2.2
Q11E Willing to switch 100 Mbps: \$95 per month	1.6	1.6
Q12A Willing to switch 1 Gbps: \$55 per month	4.3	4.6
Q12B Willing to switch 1 Gbps: \$65 per month	3.6	4.3
Q12C Willing to switch 1 Gbps: \$75 per month	2.8	3.6
Q12D Willing to switch 1 Gbps: \$85 per month	2.1	2.8
Q12E Willing to switch 1 Gbps: \$95 per month	1.7	2.2
Q15A I can choose from multiple Internet providers	4.0	4.1
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	4.1	4.2
Q15C I can pay for Internet service based on usage (amount of data)	3.1	2.7
Q15D My service provider does not place 'caps' on my total data use	4.4	4.4
Q15E I can use my home Internet connection to support a home business	2.7	2.9
Q15F I can use my home Internet connection to telework part-time for a local job	3.3	3.5
Q15G I can use my home Internet connection to telework full-time for a distant job	2.5	2.9
Q16A Willing to pay fiber hook-up fee: \$0	4.9	4.9
Q16B Willing to pay fiber hook-up fee: \$100	3.9	4.2
Q16C Willing to pay fiber hook-up fee: \$250	2.3	3.0
Q16D Willing to pay fiber hook-up fee: \$500	1.4	1.9
Q16E Willing to pay fiber hook-up fee: \$1,000	1.1	1.3
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	4.9	4.9
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	4.3	4.5
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	2.9	3.7
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1.6	2.4
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1.2	1.5
Q19A Importance of programming features: Local programming	4.2	4.0
Q19B Importance of programming features: News programming	4.1	3.7
Q19C Importance of programming features: Music channels	2.2	2.1
Q19D Importance of programming features: Children's programming	1.9	2.0
Q19E Importance of programming features: Sports programming	3.3	3.7
Q19F Importance of programming features: Movie network channels	3.5	3.3
Q19G Importance of programming features: Specialty channels	3.4	3.3
Q26A Help provide broadband communications services for local nonprofit organizations	3.8	3.7
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	4.5	4.5
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband Internet services	4.3	4.3
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	3.8	3.9
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	2.8	2.8
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	3.0	3.4
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	4.3	4.4
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	4.3	4.4

Comparisons of Column Means^{a,b}

	Q29 The person completing this	
	Female (A)	Male (B)
Q3A Importance of services: Internet connection (any speed)		
Q3B Importance of services: High-speed Internet connection		A
Q3C Importance of services: Basic cable television service		B
Q3D Importance of services: Premium cable television services		
Q3E Importance of services: Fixed (land-line) telephone service		B
Q3F Importance of services: Cellular/mobile telephone service		
Q9A Importance of home Internet service: Speed of connection		
Q9B Importance of home Internet service: Reliability of connection		
Q9C Importance of home Internet service: Price of services		B
Q9D Importance of home Internet service: Clarity of bills		B
Q9E Importance of home Internet service: Ability to contact provider		B
Q9F Importance of home Internet service: Technical support service		B
Q9G Importance of home Internet service: Overall customer service		B

speed of your home Internet connection?	Slow	Column N %	5.8%	9.2%
	Medium	Column N %	48.8%	41.8%
	Fast	Column N %	36.7%	39.7%
	Very fast	Column N %	6.5%	6.6%
	Total	Count	337	435
Q9A Importance of home Internet service: Speed of connection	1 - Not at All Important	Column N %	.4%	.2%
	2	Column N %	.2%	.6%
	3	Column N %	4.5%	5.5%
	4	Column N %	21.7%	27.3%
	5 - Very Important	Column N %	73.2%	66.3%
Total	Count	340	436	
Q9B Importance of home Internet service: Reliability of connection	1 - Not at All Important	Column N %	0.0%	.1%
	2	Column N %	0.0%	.1%
	3	Column N %	.2%	.6%
	4	Column N %	8.3%	9.9%
	5 - Very Important	Column N %	91.5%	89.2%
Total	Count	340	435	
Q9C Importance of home Internet service: Price of services	1 - Not at All Important	Column N %	0.0%	.5%
	2	Column N %	0.0%	1.4%
	3	Column N %	7.5%	10.3%
	4	Column N %	26.0%	31.1%
	5 - Very Important	Column N %	66.5%	56.7%
Total	Count	340	436	
Q9D Importance of home Internet service: Clarity of bills	1 - Not at All Important	Column N %	1.2%	5.7%
	2	Column N %	8.0%	12.9%
	3	Column N %	22.6%	26.8%
	4	Column N %	24.2%	24.2%
	5 - Very Important	Column N %	44.0%	30.4%
Total	Count	340	435	
Q9E Importance of home Internet service: Ability to contact provider	1 - Not at All Important	Column N %	.5%	1.8%
	2	Column N %	5.5%	9.7%
	3	Column N %	18.5%	27.0%
	4	Column N %	24.0%	28.7%
	5 - Very Important	Column N %	51.5%	32.8%
Total	Count	340	435	
Q9F Importance of home Internet service: Technical support service	1 - Not at All Important	Column N %	1.0%	2.7%
	2	Column N %	4.4%	11.3%
	3	Column N %	15.6%	25.4%
	4	Column N %	27.4%	25.8%
	5 - Very Important	Column N %	51.5%	34.9%
Total	Count	340	434	
Q9G Importance of home Internet service: Overall customer service	1 - Not at All Important	Column N %	.5%	1.7%
	2	Column N %	3.5%	3.8%
	3	Column N %	10.0%	20.4%
	4	Column N %	31.0%	34.2%
	5 - Very Important	Column N %	55.0%	39.9%
Total	Count	340	434	
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	1 - Not at All Important	Column N %	42.2%	54.2%
	2	Column N %	12.8%	15.9%
	3	Column N %	19.2%	19.4%
	4	Column N %	11.1%	6.7%
	5 - Very Important	Column N %	14.6%	3.8%
Total	Count	338	433	
Q10A Satisfaction with home Internet service: Speed of connection	1 - Very Dissatisfied	Column N %	4.4%	5.5%
	2	Column N %	13.7%	12.4%
	3	Column N %	33.4%	31.7%
	4	Column N %	32.2%	35.3%
	5 - Very Satisfied	Column N %	16.3%	15.1%
Total	Count	343	430	
Q10B Satisfaction with home Internet service: Reliability of connection	1 - Very Dissatisfied	Column N %	4.5%	6.9%
	2	Column N %	10.9%	9.8%
	3	Column N %	32.5%	30.0%
	4	Column N %	33.3%	37.7%
	5 - Very Satisfied	Column N %	18.8%	15.6%
Total	Count	343	429	
Q10C Satisfaction with home Internet service: Price of services	1 - Very Dissatisfied	Column N %	25.7%	26.8%
	2	Column N %	22.3%	28.9%
	3	Column N %	32.5%	26.8%
	4	Column N %	15.1%	13.3%
	5 - Very Satisfied	Column N %	4.5%	4.3%
Total	Count	340	430	
Q10D Satisfaction with home Internet service: Clarity of bills	1 - Very Dissatisfied	Column N %	9.9%	9.0%
	2	Column N %	15.5%	15.5%
	3	Column N %	40.1%	45.3%
	4	Column N %	24.8%	22.2%
	5 - Very Satisfied	Column N %	9.8%	8.1%
Total	Count	340	423	
Q10E Satisfaction with home Internet service: Ability to contact provider	1 - Very Dissatisfied	Column N %	7.1%	7.5%
	2	Column N %	13.4%	17.2%
	3	Column N %	41.1%	43.4%
	4	Column N %	27.5%	21.4%
	5 - Very Satisfied	Column N %	10.9%	10.5%
Total	Count	336	424	
Q10F Satisfaction with home Internet service: Technical support service	1 - Very Dissatisfied	Column N %	10.2%	11.9%
	2	Column N %	11.9%	16.8%
	3	Column N %	43.4%	41.1%
	4	Column N %	25.3%	22.8%
	5 - Very Satisfied	Column N %	9.2%	7.5%
Total	Count	334	421	
Q10G Satisfaction with home Internet service: Overall customer	1 - Very Dissatisfied	Column N %	13.0%	16.3%
	2	Column N %	15.4%	19.8%

Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	B
Q10A Satisfaction with home Internet service: Speed of connection	
Q10B Satisfaction with home Internet service: Reliability of connection	
Q10C Satisfaction with home Internet service: Price of services	
Q10D Satisfaction with home Internet service: Clarity of bills	
Q10E Satisfaction with home Internet service: Ability to contact provider	
Q10F Satisfaction with home Internet service: Technical support service	
Q10G Satisfaction with home Internet service: Overall customer service	B
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	B
Q11A Willing to switch 100 Mbps: \$55 per month	A
Q11B Willing to switch 100 Mbps: \$65 per month	A
Q11C Willing to switch 100 Mbps: \$75 per month	A
Q11D Willing to switch 100 Mbps: \$85 per month	A
Q11E Willing to switch 100 Mbps: \$95 per month	
Q12A Willing to switch 1 Gbps: \$55 per month	A
Q12B Willing to switch 1 Gbps: \$65 per month	A
Q12C Willing to switch 1 Gbps: \$75 per month	A
Q12D Willing to switch 1 Gbps: \$85 per month	A
Q12E Willing to switch 1 Gbps: \$95 per month	A
Q15A I can choose from multiple Internet providers	
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	
Q15C I can pay for Internet service based on usage (amount of data)	B
Q15D My service provider does not place 'caps' on my total data use	
Q15E I can use my home Internet connection to support a home business	A
Q15F I can use my home Internet connection to telework part-time for a local job	A
Q15G I can use my home Internet connection to telework full-time for a distant job	A
Q16A Willing to pay fiber hook-up fee: \$0	
Q16B Willing to pay fiber hook-up fee: \$100	A
Q16C Willing to pay fiber hook-up fee: \$250	A
Q16D Willing to pay fiber hook-up fee: \$500	A
Q16E Willing to pay fiber hook-up fee: \$1,000	A
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	A
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	A
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	A
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	A
Q19A Importance of programming features: Local programming	
Q19B Importance of programming features: News programming	B
Q19C Importance of programming features: Music channels	
Q19D Importance of programming features: Children's programming	
Q19E Importance of programming features: Sports programming	A
Q19F Importance of programming features: Movie network channels	
Q19G Importance of programming features: Specialty channels	
Q26A Help provide broadband communications services for local nonprofit organizations	
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband Internet services	
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	A
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	A

Results are based on two-sided tests assuming equal variances with significance level .05. For each significant pair, the key a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

service	3	Column N %	38.4%	38.2%
	4	Column N %	26.2%	19.4%
	5 - Very Satisfied	Column N %	7.0%	6.5%
	Total	Count	338	423
	1 - Very Dissatisfied	Column N %	8.8%	19.4%
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	2	Column N %	4.8%	9.1%
	3	Column N %	50.9%	48.9%
	4	Column N %	23.1%	16.5%
	5 - Very Satisfied	Column N %	12.4%	6.1%
	Total	Count	281	351
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling	Column N %	11.7%	5.5%
	2	Column N %	3.7%	2.4%
	3	Column N %	12.4%	5.2%
	4	Column N %	8.7%	7.5%
	5 - Very Willing	Column N %	63.6%	79.4%
Total	Count	328	421	
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling	Column N %	30.4%	10.3%
	2	Column N %	6.5%	4.7%
	3	Column N %	13.7%	13.6%
	4	Column N %	17.1%	30.6%
	5 - Very Willing	Column N %	32.3%	40.8%
Total	Count	318	408	
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling	Column N %	45.3%	20.7%
	2	Column N %	12.1%	14.0%
	3	Column N %	17.3%	32.5%
	4	Column N %	10.7%	15.3%
	5 - Very Willing	Column N %	14.6%	17.4%
Total	Count	313	405	
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling	Column N %	60.1%	38.2%
	2	Column N %	15.8%	30.1%
	3	Column N %	12.0%	15.3%
	4	Column N %	5.3%	9.3%
	5 - Very Willing	Column N %	6.7%	7.1%
Total	Count	312	404	
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling	Column N %	71.7%	66.7%
	2	Column N %	14.2%	16.5%
	3	Column N %	6.8%	8.9%
	4	Column N %	1.4%	3.4%
	5 - Very Willing	Column N %	5.9%	4.4%
Total	Count	315	403	
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling	Column N %	10.6%	5.1%
	2	Column N %	2.4%	1.3%
	3	Column N %	9.3%	3.2%
	4	Column N %	6.3%	5.0%
	5 - Very Willing	Column N %	71.4%	85.3%
Total	Count	315	421	
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling	Column N %	23.7%	8.9%
	2	Column N %	4.1%	1.9%
	3	Column N %	10.1%	7.2%
	4	Column N %	15.5%	17.1%
	5 - Very Willing	Column N %	46.6%	64.9%
Total	Count	299	406	
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling	Column N %	37.0%	15.1%
	2	Column N %	9.1%	9.6%
	3	Column N %	17.2%	19.3%
	4	Column N %	13.1%	17.2%
	5 - Very Willing	Column N %	23.6%	38.8%
Total	Count	299	408	
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling	Column N %	52.0%	29.9%
	2	Column N %	14.1%	16.2%
	3	Column N %	15.6%	21.6%
	4	Column N %	7.9%	13.3%
	5 - Very Willing	Column N %	10.4%	18.9%
Total	Count	298	405	
Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling	Column N %	65.8%	47.5%
	2	Column N %	14.9%	19.9%
	3	Column N %	8.9%	13.5%
	4	Column N %	3.7%	7.1%
	5 - Very Willing	Column N %	6.8%	12.0%
Total	Count	301	405	
Q13A Listening to music (streaming)	Never	Column N %	13.8%	8.5%
	Occasionally	Column N %	38.6%	32.4%
	Frequently	Column N %	47.5%	59.1%
	Total	Count	336	425
Q13B Watching movies, videos, or TV	Never	Column N %	10.5%	7.0%
	Occasionally	Column N %	18.2%	16.7%
	Frequently	Column N %	71.3%	76.3%
	Total	Count	341	429
Q13C Playing online games	Never	Column N %	56.6%	52.3%
	Occasionally	Column N %	20.5%	23.7%
	Frequently	Column N %	23.0%	23.9%
	Total	Count	337	424
Q13E Making video calls	Never	Column N %	32.1%	27.5%
	Occasionally	Column N %	52.8%	50.7%
	Frequently	Column N %	15.1%	21.8%
	Total	Count	336	427
Q13F Buying products online	Never	Column N %	2.4%	2.3%
	Occasionally	Column N %	29.5%	31.8%
	Frequently	Column N %	68.1%	65.9%
	Total	Count	341	427
Q13G Running a home business	Never	Column N %	65.4%	66.2%
	Occasionally	Column N %	12.7%	17.2%
	Frequently	Column N %	21.9%	16.6%
	Total	Count	338	427
Q13H Receiving government info such as service locations or contact info	Never	Column N %	30.5%	25.3%
	Occasionally	Column N %	56.6%	57.1%
	Frequently	Column N %	12.9%	17.6%
	Total	Count	337	427
Q13I Conducting government transactions such as permits	Never	Column N %	56.4%	46.0%
	Occasionally	Column N %	36.6%	44.0%
	Frequently	Column N %	7.0%	10.0%
	Total	Count	337	427

	Total	Count	338	426
Q13J Accessing school resources (for parents of school-aged children)	Never	Column N %	69.6%	69.7%
	Occasionally	Column N %	14.0%	15.1%
	Frequently	Column N %	16.4%	15.2%
	Total	Count	319	401
SQ14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix	Column N %	67.3%	71.6%
	Q14_2 Hulu	Column N %	32.2%	30.7%
	Q14_3 Amazon	Column N %	59.8%	64.4%
	Q14_4 YouTube	Column N %	70.7%	82.2%
	Q14_5 Other	Column N %	19.5%	22.2%
	Q14X No response/none selected	Column N %	12.3%	8.6%
	Total	Count	354	439
Q15A I can choose from multiple Internet providers	1 - Not at all Important	Column N %	4.6%	3.6%
	2	Column N %	4.5%	4.4%
	3	Column N %	21.1%	16.8%
	4	Column N %	29.5%	28.3%
	5 - Very Important	Column N %	40.3%	46.9%
	Total	Count	338	429
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all Important	Column N %	4.5%	2.5%
	2	Column N %	3.5%	3.8%
	3	Column N %	16.6%	14.0%
	4	Column N %	27.7%	29.2%
	5 - Very Important	Column N %	47.7%	50.5%
	Total	Count	339	430
Q15C I can pay for Internet service based on usage (amount of data)	1 - Not at all Important	Column N %	17.0%	27.2%
	2	Column N %	12.7%	18.3%
	3	Column N %	30.1%	26.2%
	4	Column N %	21.1%	15.2%
	5 - Very Important	Column N %	19.1%	13.0%
	Total	Count	339	427
Q15D My service provider does not place 'caps' on my total data use	1 - Not at all Important	Column N %	2.3%	.8%
	2	Column N %	2.0%	2.4%
	3	Column N %	8.6%	11.5%
	4	Column N %	23.7%	22.8%
	5 - Very Important	Column N %	63.4%	62.5%
	Total	Count	336	428
Q15E I can use my home Internet connection to support a home business	1 - Not at all Important	Column N %	42.8%	26.8%
	2	Column N %	9.9%	16.2%
	3	Column N %	12.0%	18.3%
	4	Column N %	8.0%	13.7%
	5 - Very Important	Column N %	27.3%	24.9%
	Total	Count	336	430
Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all Important	Column N %	25.2%	16.9%
	2	Column N %	6.8%	9.0%
	3	Column N %	18.9%	16.2%
	4	Column N %	15.8%	15.9%
	5 - Very Important	Column N %	33.3%	38.0%
	Total	Count	336	429
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all Important	Column N %	46.8%	28.6%
	2	Column N %	11.1%	16.5%
	3	Column N %	12.6%	18.2%
	4	Column N %	7.9%	12.1%
	5 - Very Important	Column N %	21.6%	24.6%
	Total	Count	332	428
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling	Column N %	1.4%	1.5%
	3	Column N %	.4%	.4%
	4	Column N %	1.6%	.5%
	5 - Very Willing	Column N %	96.6%	97.5%
	Total	Count	330	425
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	Column N %	8.7%	3.8%
	2	Column N %	4.8%	5.9%
	3	Column N %	18.7%	13.8%
	4	Column N %	22.5%	18.5%
	5 - Very Willing	Column N %	45.3%	58.7%
Total	Count	330	426	
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling	Column N %	41.7%	21.1%
	2	Column N %	14.8%	14.3%
	3	Column N %	22.6%	24.7%
	4	Column N %	9.0%	18.6%
	5 - Very Willing	Column N %	11.9%	21.3%
Total	Count	324	422	
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling	Column N %	71.5%	51.4%
	2	Column N %	18.2%	21.6%
	3	Column N %	7.9%	18.3%
	4	Column N %	1.2%	4.5%
	5 - Very Willing	Column N %	1.2%	4.2%
Total	Count	326	419	
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling	Column N %	92.2%	85.3%
	2	Column N %	6.4%	7.6%
	3	Column N %	.6%	3.2%
	4	Column N %	.2%	1.3%
	5 - Very Willing	Column N %	.6%	2.7%
Total	Count	323	420	
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling	Column N %	2.2%	1.0%
	2	Column N %	0.0%	-.2%
	3	Column N %	.6%	.6%
	4	Column N %	2.0%	1.3%
	5 - Very Willing	Column N %	95.2%	96.9%
Total	Count	334	423	
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling	Column N %	5.3%	2.3%
	2	Column N %	3.2%	2.3%
	3	Column N %	10.7%	6.7%
	4	Column N %	20.4%	18.4%
	5 - Very Willing	Column N %	60.3%	70.3%
Total	Count	331	423	
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling	Column N %	26.2%	12.9%
	2	Column N %	15.8%	8.3%
	3	Column N %	19.2%	18.9%
	4	Column N %	19.0%	19.5%
	5 - Very Willing	Column N %	19.9%	40.4%
Total	Count	328	420	

Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling	Column N %	64.1%	38.2%
	2	Column N %	19.6%	17.9%
	3	Column N %	10.8%	22.6%
	4	Column N %	3.2%	11.5%
	5 - Very Willing	Column N %	2.3%	9.8%
	Total	Count		327
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1 - Very Unwilling	Column N %	88.6%	74.3%
	2	Column N %	7.3%	12.2%
	3	Column N %	2.8%	6.8%
	4	Column N %	.6%	2.9%
	5 - Very Willing	Column N %	.6%	3.8%
	Total	Count		324
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	Column N %	54.4%	46.3%
	Yes, satellite	Column N %	5.0%	7.5%
	No	Column N %	40.3%	46.0%
	Both cable and satellite	Column N %	.4%	.1%
	Total	Count		361
Q19A Importance of programming features: Local programming	1 - Not at all Important	Column N %	3.8%	6.0%
	2	Column N %	10.3%	7.7%
	3	Column N %	10.8%	15.7%
	4	Column N %	15.3%	19.7%
	5 - Very Important	Column N %	59.8%	51.0%
	Total	Count		214
Q19B Importance of programming features: News programming	1 - Not at all Important	Column N %	5.1%	8.9%
	2	Column N %	9.3%	7.4%
	3	Column N %	12.9%	22.3%
	4	Column N %	16.6%	22.8%
	5 - Very Important	Column N %	56.1%	38.5%
	Total	Count		214
Q19C Importance of programming features: Music channels	1 - Not at all Important	Column N %	41.3%	42.2%
	2	Column N %	18.8%	25.3%
	3	Column N %	25.4%	19.5%
	4	Column N %	6.4%	7.5%
	5 - Very Important	Column N %	8.1%	5.6%
	Total	Count		209
Q19D Importance of programming features: Children's programming	1 - Not at all Important	Column N %	56.4%	55.1%
	2	Column N %	15.7%	15.7%
	3	Column N %	14.2%	12.3%
	4	Column N %	7.5%	11.5%
	5 - Very Important	Column N %	6.2%	5.4%
	Total	Count		210
Q19E Importance of programming features: Sports programming	1 - Not at all Important	Column N %	24.9%	15.0%
	2	Column N %	9.8%	6.1%
	3	Column N %	11.0%	13.2%
	4	Column N %	16.9%	20.3%
	5 - Very Important	Column N %	37.3%	45.3%
	Total	Count		212
Q19F Importance of programming features: Movie network channels	1 - Not at all Important	Column N %	13.4%	15.7%
	2	Column N %	10.6%	13.6%
	3	Column N %	21.4%	19.8%
	4	Column N %	20.8%	24.2%
	5 - Very Important	Column N %	33.8%	26.8%
	Total	Count		213
Q19G Importance of programming features: Specialty channels	1 - Not at all Important	Column N %	14.0%	15.5%
	2	Column N %	6.3%	11.2%
	3	Column N %	29.5%	24.2%
	4	Column N %	22.3%	25.0%
	5 - Very Important	Column N %	27.9%	24.1%
	Total	Count		209
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free	Column N %	.8%	3.0%
	\$1 to \$20	Column N %	9.1%	7.0%
	\$21 to \$30	Column N %	8.1%	6.5%
	\$31 to \$40	Column N %	8.8%	4.5%
	\$41 to \$50	Column N %	5.0%	8.6%
	\$51 to \$60	Column N %	12.5%	7.6%
	\$61 to \$70	Column N %	12.4%	15.7%
	More than \$70	Column N %	43.4%	47.2%
	Total	Count		203
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link	Column N %	19.6%	16.8%
	Q21_2 Fixed from my cable provider	Column N %	24.9%	19.1%
	Q21_3 Wireless from AT&T, etc.	Column N %	75.4%	73.6%
	Q21_4 Do not have any telephone service	Column N %	6.4%	4.8%
	Q21_5 Other phone service	Column N %	4.1%	4.5%
	Q21X No response/none selected	Column N %	1.9%	1.3%
	Total	Count		364
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home Internet connection enables telework	Column N %	47.5%	58.3%
	Yes, but home Internet connection is not fast enough for telework	Column N %	5.2%	4.6%
	No	Column N %	43.3%	34.9%
	Not sure	Column N %	3.9%	2.2%
	Total	Count		355
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home	Column N %	36.0%	41.7%
	Someone in my family would like to telework	Column N %	20.3%	14.7%
	No	Column N %	42.4%	41.4%
	Someone in my family already does telework from home AND Someone in my family would like to telework	Column N %	1.3%	2.2%
	Total	Count		359
Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?	Yes, I/we already have a home-based business	Column N %	20.6%	21.3%
	Yes, I/we plan to start one in next three years	Column N %	11.3%	12.3%
	No	Column N %	68.1%	66.4%
	Total	Count		361
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential home-based business?	Not at all important	Column N %	.6%	.9%
	Somewhat unimportant	Column N %	2.2%	3.8%
	Somewhat important	Column N %	21.3%	16.2%
	Very important	Column N %	76.0%	79.1%
	Total	Count		115
Q26A Help provide broadband communications services for local nonprofit organizations	1 - Strongly Disagree	Column N %	5.4%	9.4%
	2.0	Column N %	5.3%	7.3%
	3.0	Column N %	30.4%	25.9%

	4.0	Column N %	17.4%	21.1%
	5 - Strongly Agree	Column N %	41.4%	36.2%
	Total	Count	357	436
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	1 - Strongly Disagree	Column N %	2.5%	3.3%
	2.0	Column N %	1.9%	2.4%
	3.0	Column N %	10.2%	7.4%
	4.0	Column N %	18.2%	19.3%
	5 - Strongly Agree	Column N %	67.2%	67.6%
	Total	Count	358	439
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	1 - Strongly Disagree	Column N %	3.3%	3.4%
	2.0	Column N %	1.9%	3.3%
	3.0	Column N %	12.0%	13.5%
	4.0	Column N %	25.0%	21.0%
	5 - Strongly Agree	Column N %	57.8%	58.7%
	Total	Count	359	438
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	1 - Strongly Disagree	Column N %	5.6%	6.3%
	2.0	Column N %	5.0%	6.8%
	3.0	Column N %	24.4%	17.9%
	4.0	Column N %	29.4%	25.8%
	5 - Strongly Agree	Column N %	35.6%	43.3%
	Total	Count	353	434
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	1 - Strongly Disagree	Column N %	20.1%	18.0%
	2	Column N %	20.1%	24.3%
	3	Column N %	30.6%	26.1%
	4	Column N %	18.9%	23.0%
	5 - Strongly Agree	Column N %	10.2%	8.6%
	Total	Count	353	443
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	1 - Strongly Disagree	Column N %	17.2%	9.7%
	2.0	Column N %	20.7%	12.7%
	3.0	Column N %	23.2%	27.5%
	4.0	Column N %	22.6%	25.0%
	5 - Strongly Agree	Column N %	16.2%	25.1%
	Total	Count	354	443
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree	Column N %	3.0%	2.6%
	2.0	Column N %	3.8%	3.5%
	3.0	Column N %	13.0%	9.9%
	4.0	Column N %	22.7%	22.4%
	5 - Strongly Agree	Column N %	57.5%	61.6%
	Total	Count	355	443
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	1 - Strongly Disagree	Column N %	2.3%	1.8%
	2.0	Column N %	3.1%	1.9%
	3.0	Column N %	16.5%	9.5%
	4.0	Column N %	20.9%	25.7%
	5 - Strongly Agree	Column N %	57.1%	61.1%
	Total	Count	352	440
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services	Column N %	42.7%	43.4%
	Install state-of-the-art network and lease it to competing private companies to offer services to the public.	Column N %	15.0%	28.1%
	Encourage a private firm to build a fiber network	Column N %	11.8%	13.9%
	No role	Column N %	6.0%	4.2%
	Don't know	Column N %	21.2%	9.1%
	Other/multiple selected	Column N %	3.4%	1.3%
	Total	Count	355	445

Pearson Chi-Square Tests

Q29 The person completing this questionnaire is:		
Q29 Services Purchase for Household	Chi-square	12.579
	df	7
	Sig.	.083 ^{ab}
Q2 Are any of these services obtained from the same provider (bundled)?	Chi-square	4.506
	df	2
	Sig.	.105 ^b
Q3A Importance of services: Internet connection (any speed)	Chi-square	3.356
	df	4
	Sig.	.500 ^{abc}
Q3B Importance of services: High-speed Internet connection	Chi-square	7.080
	df	4
	Sig.	.132 ^b
Q3C Importance of services: Basic cable television service	Chi-square	10.000
	df	4
	Sig.	.040 ^a
Q3D Importance of services: Premium cable television services	Chi-square	3.515
	df	4
	Sig.	.476 ^b
Q3E Importance of services: Fixed (land-line) telephone service	Chi-square	5.295
	df	4
	Sig.	.258 ^b
Q3F Importance of services: Cellular/mobile telephone service	Chi-square	3.163
	df	4
	Sig.	.531 ^{ab}
Q4 Non-Dial-Up Internet Services Available	Chi-square	65.251
	df	9
	Sig.	.000 ^{a,c}
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	Chi-square	16.274
	df	7
	Sig.	.023 ^{bc}
Q6 What is your main reason for not purchasing home Internet service?	Chi-square	.781
	df	3
	Sig.	.854 ^{abc}
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	Chi-square	14.390
	df	7
	Sig.	.045 ^{bc}
Q8 How would you describe the speed of your home Internet connection?	Chi-square	5.535
	df	4
	Sig.	.237 ^b

Q9A Importance of home Internet service: Speed of connection	Chi-square	4.739
	df	4
	Sig.	.315 ^{b,c}
Q9B Importance of home Internet service: Reliability of connection	Chi-square	2.818
	df	4
	Sig.	.589 ^{b,c}
Q9C Importance of home Internet service: Price of services	Chi-square	12.995
	df	4
	Sig.	.011 ^{a,b,c}
Q9D Importance of home Internet service: Clarity of bills	Chi-square	26.168
	df	4
	Sig.	.000 ^a
Q9E Importance of home Internet service: Ability to contact provider	Chi-square	29.673
	df	4
	Sig.	.000 ^a
Q9F Importance of home Internet service: Technical support service	Chi-square	35.788
	df	4
	Sig.	.000 ^a
Q9G Importance of home Internet service: Overall customer service	Chi-square	25.063
	df	4
	Sig.	.000 ^a
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	Chi-square	37.679
	df	4
	Sig.	.000 ^a
Q10A Satisfaction with home Internet service: Speed of connection	Chi-square	1.721
	df	4
	Sig.	.787 ^b
Q10B Satisfaction with home Internet service: Reliability of connection	Chi-square	4.966
	df	4
	Sig.	.291 ^b
Q10C Satisfaction with home Internet service: Price of services	Chi-square	5.649
	df	4
	Sig.	.227 ^b
Q10D Satisfaction with home Internet service: Clarity of bills	Chi-square	2.470
	df	4
	Sig.	.650 ^b
Q10E Satisfaction with home Internet service: Ability to contact provider	Chi-square	4.801
	df	4
	Sig.	.308 ^b
Q10F Satisfaction with home Internet service: Technical support service	Chi-square	4.921
	df	4
	Sig.	.295 ^b
Q10G Satisfaction with home Internet service: Overall customer service	Chi-square	7.659
	df	4
	Sig.	.105 ^b
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	Chi-square	26.308
	df	4
	Sig.	.000 ^a
Q11A Willing to switch 100 Mbps: \$55 per month	Chi-square	28.068
	df	4
	Sig.	.000 ^a
Q11B Willing to switch 100 Mbps: \$65 per month	Chi-square	56.193
	df	4
	Sig.	.000 ^a
Q11C Willing to switch 100 Mbps: \$75 per month	Chi-square	54.471
	df	4
	Sig.	.000 ^a
Q11D Willing to switch 100 Mbps: \$85 per month	Chi-square	37.544
	df	4
	Sig.	.000 ^a
Q11E Willing to switch 100 Mbps: \$95 per month	Chi-square	6.379
	df	4
	Sig.	.173 ^b
Q12A Willing to switch 1 Gbps: \$55 per month	Chi-square	24.596
	df	4
	Sig.	.000 ^a
Q12B Willing to switch 1 Gbps: \$65 per month	Chi-square	39.849
	df	4
	Sig.	.000 ^a
Q12C Willing to switch 1 Gbps: \$75 per month	Chi-square	48.303
	df	4
	Sig.	.000 ^a
Q12D Willing to switch 1 Gbps: \$85 per month	Chi-square	38.382
	df	4
	Sig.	.000 ^a
Q12E Willing to switch 1 Gbps: \$95 per month	Chi-square	24.786
	df	4
	Sig.	.000 ^a
Q13A Listening to music (streaming)	Chi-square	11.353
	df	2
	Sig.	.003 ^a
Q13B Watching movies, videos, or TV	Chi-square	3.661
	df	2
	Sig.	.160 ^b
Q13C Playing online games	Chi-square	1.614
	df	2
	Sig.	.446 ^b
Q13E Making video calls	Chi-square	5.941
	df	2
	Sig.	.051 ^b
Q13F Buying products online	Chi-square	.386
	df	2
	Sig.	.825 ^b
Q13G Running a home business	Chi-square	5.163
	df	2
	Sig.	.076 ^b
Q13H Receiving government info such as service locations or contact info	Chi-square	4.717
	df	2
	Sig.	.095 ^b
Q13I Conducting government transactions such as permits	Chi-square	8.430
	df	2

	Sig.	.015 ^{a,c}
Q13J Accessing school resources (for parents of school-aged children)	Chi-square	.222
	df	2
	Sig.	.895 ^b
SQ14 Streaming Services Accessed Via Home Internet Connection	Chi-square	22.409
	df	6
	Sig.	.001 ^{a,c}
Q15A I can choose from multiple Internet providers	Chi-square	4.531
	df	4
	Sig.	.339 ^b
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	Chi-square	3.238
	df	4
	Sig.	.519 ^b
Q15C I can pay for Internet service based on usage (amount of data)	Chi-square	21.919
	df	4
	Sig.	.000 ^{a,c}
Q15D My service provider does not place 'caps' on my total data use	Chi-square	5.290
	df	4
	Sig.	.259 ^b
Q15E I can use my home Internet connection to support a home business	Chi-square	31.294
	df	4
	Sig.	.000 ^{a,c}
Q15F I can use my home Internet connection to telework part-time for a local job	Chi-square	11.314
	df	4
	Sig.	.023 ^{a,c}
Q15G I can use my home Internet connection to telework full-time for a distant job	Chi-square	27.912
	df	4
	Sig.	.000 ^{a,c}
Q16A Willing to pay fiber hook-up fee: \$0	Chi-square	2.340
	df	3
	Sig.	.505 ^{ab}
Q16B Willing to pay fiber hook-up fee: \$100	Chi-square	18.386
	df	4
	Sig.	.001 ^{a,c}
Q16C Willing to pay fiber hook-up fee: \$250	Chi-square	46.965
	df	4
	Sig.	.000 ^{a,c}
Q16D Willing to pay fiber hook-up fee: \$500	Chi-square	40.289
	df	4
	Sig.	.000 ^{a,c}
Q16E Willing to pay fiber hook-up fee: \$1,000	Chi-square	12.797
	df	4
	Sig.	.012 ^{ab,c}
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	Chi-square	3.079
	df	4
	Sig.	.545 ^{bc}
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	Chi-square	12.411
	df	4
	Sig.	.015 ^{a,c}
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	Chi-square	51.597
	df	4
	Sig.	.000 ^{a,c}
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	Chi-square	71.858
	df	4
	Sig.	.000 ^{a,c}
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	Chi-square	27.460
	df	4
	Sig.	.000 ^{a,c}
Q18 Do you purchase cable or satellite television service at home?	Chi-square	6.110
	df	3
	Sig.	.106 ^{abc}
Q19A Importance of programming features: Local programming	Chi-square	6.795
	df	4
	Sig.	.147 ^b
Q19B Importance of programming features: News programming	Chi-square	17.763
	df	4
	Sig.	.001 ^{a,c}
Q19C Importance of programming features: Music channels	Chi-square	5.478
	df	4
	Sig.	.242 ^b
Q19D Importance of programming features: Children's programming	Chi-square	2.132
	df	4
	Sig.	.712 ^b
Q19E Importance of programming features: Sports programming	Chi-square	10.506
	df	4
	Sig.	.033 ^{a,c}
Q19F Importance of programming features: Movie network channels	Chi-square	3.590
	df	4
	Sig.	.464 ^b
Q19G Importance of programming features: Specialty channels	Chi-square	5.197
	df	4
	Sig.	.268 ^b
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Chi-square	12.307
	df	7
	Sig.	.091 ^b
SQ21 Types of Telephone Service Available	Chi-square	7.146
	df	6
	Sig.	.308 ^b
Q22 Is any member of your family allowed by his/her employer to telework from home?	Chi-square	9.948
	df	3
	Sig.	.019 ^{a,c}
Q23 Are you or any member of your household currently telecommuting, or interested in telework	Chi-square	6.129
	df	3
	Sig.	.106 ^b
Q24 Does someone in your household have a home-based business or plan to start a home-	Chi-square	.259
	df	2
	Sig.	.879 ^b
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing	Chi-square	1.331
	df	3
	Sig.	.722 ^{bc}
Q26A Help provide broadband	Chi-square	9.851

communications services for local nonprofit organizations	df	4
	Sig.	.043 ^b
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	Chi-square	2.737
	df	4
	Sig.	.603 ^a
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	Chi-square	3.365
	df	4
	Sig.	.499 ^b
Q26D Build a publicly-financed network on which competing private sector companies can offer	Chi-square	8.511
	df	4
	Sig.	.075 ^b
Q27A The competitive market currently offers high-speed Internet access at prices that my family can	Chi-square	5.297
	df	4
	Sig.	.258 ^b
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a	Chi-square	25.741
	df	4
	Sig.	.000 ^{a,c}
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	Chi-square	2.294
	df	4
	Sig.	.682 ^b
Q27D I find it more efficient if businesses and my household have high-speed Internet access to	Chi-square	10.880
	df	4
	Sig.	.028 ^{b,c}
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband	Chi-square	40.114
	df	5
	Sig.	.000 ^{a,c}

Results are based on nonempty rows and columns in each innermost subtable.
 * The Chi-square statistic is significant at the .05 level.
 a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.
 b. Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the computation of Chi-square
 c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Comparisons of Column Proportions^{b,c}

		Q29 The person completing	
		Female	Male
		(A)	(B)
SQ1 Services Purchase for Household	Q1_1 Internet service		
	Q1_2 Cable or satellite television		
	Q1_3 Fixed (land-line) telephone service		
	Q1_4 Cellular/mobile telephone service		
	Q1_5 Don't know which services purchase		
	Q1_6 None (no services purchased)		
	Q1x No response/none selected		
Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled		
	All services are obtained through separate providers		
	Some services are bundled, some are sold separately		
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important		
	2		
	3		
	4		
	5 - Very Important		
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important		
	2		
	3		
	4	B	
	5 - Very Important		A
Q3C Importance of services: Basic cable television service	1 - Not at All Important		
	2		
	3		
	4		
	5 - Very Important	B	
Q3D Importance of services: Premium cable television services	1 - Not at All Important		
	2		
	3		
	4		
	5 - Very Important		
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important		A
	2		
	3		
	4		
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important		
	2		
	3		
	4		
Q3G Importance of services: Cellular/mobile telephone service	1 - Not at All Important		
	2		
	3		
	4		
SQ4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)		A
	Q4_2 Cable modem		A
	Q4_3 Satellite		A
	Q4_4 Fixed wireless		
	Q4_5 Cellular/mobile wireless		
	Q4_6 Condo or Apartment Association Internet		
	Q4_7 Don't know which Internet services are available	B	
	Q4_8 None (no Internet services available)		
	Q4x No response/none selected	B	
	Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	No home Internet service	
Telephone line-dial-up			
Digital Subscriber Line (DSL)			
Cable modem			
Satellite			
Fixed Wireless		B	
Condo or Apartment Association Internet			A
Other			
Q6 What is your main reason for not purchasing home Internet service?	We have Internet-enabled devices (computer/tablet) in our home	?	?
	My family and I have no need for the Internet		
	We can get Internet access at another location		
	Costs are too expensive		

	Cellular/mobile data service meets our needs		
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	Free		A
	\$1 to \$20		
	\$21 to \$30		
	\$31 to \$40		
	\$41 to \$50		
	\$51 to \$60		
	\$61 to \$70		A
	More than \$70		
Q8 How would you describe the speed of your home Internet connection?	Very slow		
	Slow		
	Medium	B	
	Fast		
	Very fast		
Q9A Importance of home Internet service: Speed of connection	1 - Not at All Important		
	2		
	3		
	4		
	5 - Very Important	B	
Q9B Importance of home Internet service: Reliability of connection	1 - Not at All Important		
	2		
	3		
	4		
	5 - Very Important		
Q9C Importance of home Internet service: Price of services	1 - Not at All Important		
	2		
	3		
	4		
	5 - Very important	B	
Q9D Importance of home Internet service: Clarity of bills	1 - Not at All Important		A
	2		A
	3		
	4		
	5 - Very Important	B	
Q9E Importance of home Internet service: Ability to contact provider	1 - Not at All Important		
	2		A
	3		A
	4		
	5 - Very Important	B	
Q9F Importance of home Internet service: Technical support service	1 - Not at All Important		
	2		A
	3		A
	4		
	5 - Very Important	B	
Q9G Importance of home Internet service: Overall customer service	1 - Not at All Important		
	2		
	3		A
	4		
	5 - Very Important	B	
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	1 - Not at All Important		A
	2		
	3		
	4		
	5 - Very important	B	
Q10A Satisfaction with home Internet service: Speed of connection	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10B Satisfaction with home Internet service: Reliability of connection	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10C Satisfaction with home Internet service: Price of services	1 - Very Dissatisfied		
	2		A
	3		
	4		
	5 - Very Satisfied		
Q10D Satisfaction with home Internet service: Clarity of bills	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10E Satisfaction with home Internet service: Ability to contact provider	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10F Satisfaction with home Internet service: Technical support service	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10G Satisfaction with home Internet service: Overall customer service	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied	B	
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1 - Very Dissatisfied		A
	2		A
	3		
	4		
	5 - Very Satisfied	B	
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling		
	2		
	3		B
	4		
	5 - Very Willing		A
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling		
	2		
	3		B
	4		
	5 - Very Willing		A

	3		
	4		A
	5 - Very Willing		A
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling	B	
	2		
	3		A
	4		
	5 - Very Willing		
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling	B	
	2		A
	3		
	4		A
	5 - Very Willing		
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing		
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling	B	
	2		
	3	B	
	4		
	5 - Very Willing		A
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling	B	
	2		
	3		
	4		
	5 - Very Willing		A
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling	B	
	2		
	3		
	4		
	5 - Very Willing		A
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling	B	
	2		
	3		A
	4		A
	5 - Very Willing		A
Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling	B	
	2		
	3		
	4		A
	5 - Very Willing		A
Q13A Listening to music (streaming)	Never	B	
	Occasionally		
	Frequently		A
Q13B Watching movies, videos, or TV	Never		
	Occasionally		
	Frequently		
Q13C Playing online games	Never		
	Occasionally		
	Frequently		
Q13E Making video calls	Never		
	Occasionally		
	Frequently		A
Q13F Buying products online	Never		
	Occasionally		
	Frequently		
Q13G Running a home business	Never		
	Occasionally		
	Frequently		
Q13H Receiving government info such as service locations or contact info	Never		
	Occasionally		
	Frequently		
Q13I Conducting government transactions such as permits	Never	B	
	Occasionally		A
	Frequently		
Q13J Accessing school resources (for parents of school-aged children)	Never		
	Occasionally		
	Frequently		
Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix		
	Q14_2 Hulu		
	Q14_3 Amazon		
	Q14_4 YouTube		A
	Q14_5 Other		
	Q14X No response/none selected		
Q15A I can choose from multiple Internet providers	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q15C I can pay for internet service based on usage (amount of data)	1 - Not at all Important		A
	2		A
	3		
	4	B	
	5 - Very Important	B	
Q15D My service provider does not place 'caps' on my total data use	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q15E I can use my home Internet connection to support a home business	1 - Not at all Important	B	
	2		A
	3		A
	4		A
	5 - Very Important		

Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all Important	B	
	2		
	3		
	4		
	5 - Very Important		
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all Important	B	
	2		A
	3		A
	4		
	5 - Very Important		
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing		
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	B	
	2		
	3		
	4		
	5 - Very Willing		A
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling	B	
	2		
	3		
	4		A
	5 - Very Willing		A
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling	B	
	2		
	3		A
	4		A
	5 - Very Willing		A
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling	B	
	2		
	3		A
	4		
	5 - Very Willing		A
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing		
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling	B	
	2		
	3	B	
	4		
	5 - Very Willing		A
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling	B	
	2	B	
	3		
	4		
	5 - Very Willing		A
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling	B	
	2		
	3		A
	4		A
	5 - Very Willing		A
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1 - Very Unwilling	B	
	2		A
	3		A
	4		A
	5 - Very Willing		A
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	B	
	Yes, satellite		
	No		
	Both cable and satellite		
Q19A Importance of programming features: Local programming	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q19B Importance of programming features: News programming	1 - Not at all Important		
	2		
	3		A
	4		
	5 - Very Important	B	
Q19C Importance of programming features: Music channels	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q19D Importance of programming features: Children's programming	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q19E Importance of programming features: Sports programming	1 - Not at all Important	B	
	2		
	3		
	4		
	5 - Very Important		
Q19F Importance of programming features: Movie network channels	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q19G Importance of programming features: Specialty channels	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free		
	\$1 to \$20		
	\$21 to \$30		

	\$31 to \$40		
	\$41 to \$50		
	\$51 to \$60		
	\$61 to \$70		
	More than \$70		
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link		
	Q21_2 Fixed from my cable provider	B	
	Q21_3 Wireless from AT&T, etc.		
	Q21_4 Do not have any telephone service		
	Q21_5 Other phone service		
	Q21X No response/none selected		
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home Internet connection enables telework.		A
	Yes, but home Internet connection is not fast enough for telework.		
	No	B	
	Not sure		
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home		
	Someone in my family would like to telework	B	
	No		
	Someone in my family already does telework from home AND Someone in my family would like to telework		
Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?	Yes, I/we already have a home-based business		
	Yes, I/we plan to start one in next three years		
	No		
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential home-based business?	Not at all important		
	Somewhat unimportant		
	Somewhat important		
	Very important		
Q26A Help provide broadband communications services for local nonprofit organizations	1 - Strongly Disagree		A
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	1 - Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	1 - Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	1 - Strongly Disagree		
	2.0	B	
	3.0		
	4.0		
	5 - Strongly Agree		A
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	1 - Strongly Disagree		
	2		
	3		
	4		
	5 - Strongly Agree		
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	1 - Strongly Disagree	B	
	2.0	B	
	3.0		
	4.0		
	5 - Strongly Agree		A
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	1 - Strongly Disagree		
	2.0		
	3.0	B	
	4.0		
	5 - Strongly Agree		
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public.		A
	Install state-of-the-art network and lease it to competing private companies to offer services to the public.		
	Encourage a private firm to build a fiber network		
	No role		
	Don't know	B	
	Other/multiple selected	B	

Results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Cross-tabulations by QSO Age Group

QSO to which app/price do you belong?	QSO to which app/price do you belong?				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older
QSO Services	Column N %	Column N %	Column N %	Column N %	Column N %
Fixed Broadband	42.8%	47.5%	58.2%	72.5%	80.4%
Cable or satellite television	24.4%	24.4%	40.9%	29.2%	19.0%
Cellular/mobile telephone service	88.8%	93.8%	92.1%	91.0%	80.4%
High-speed internet connection	1.0%	0.0%	0.0%	0.0%	0.0%
Premium cable television service	0.0%	0.0%	0.0%	0.0%	0.0%
Fuel (land line) telephone service	0.0%	0.0%	0.0%	0.0%	0.0%
Cellular/mobile television service	0.0%	0.0%	0.0%	0.0%	0.0%
QSO No response/home selected	1.8%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	100%	100%
QSO Any of these services obtained from the same provider (bundled)?	Column N %	Column N %	Column N %	Column N %	Column N %
Yes	8.0%	3.8%	14.5%	10.4%	14.1%
No	92.0%	96.2%	85.5%	89.6%	85.9%
QSO Importance of services: Basic cable TV service	Column N %	Column N %	Column N %	Column N %	Column N %
1 - Not at All Important	42.3%	39.4%	31.7%	24.3%	14.3%
2	29.0%	24.4%	17.9%	16.0%	10.4%
3	20.0%	23.2%	20.9%	16.0%	12.2%
4	9.5%	10.3%	12.7%	16.0%	20.1%
5 - Very Important	13.2%	12.7%	16.9%	20.0%	20.1%
Total	294	188	137	113	101
QSO Importance of services: Premium cable television service	Column N %	Column N %	Column N %	Column N %	Column N %
1 - Not at All Important	58.0%	48.0%	45.0%	30.0%	20.0%
2	17.0%	17.0%	15.0%	10.0%	5.0%
3	14.0%	16.0%	13.0%	17.0%	16.0%
4	10.0%	12.0%	12.0%	15.0%	15.0%
5 - Very Important	4.0%	7.0%	8.0%	13.0%	18.0%
Total	294	188	137	113	101
QSO Importance of services: Fuel (land line) telephone service	Column N %	Column N %	Column N %	Column N %	Column N %
1 - Not at All Important	87.0%	70.0%	50.0%	26.0%	17.0%
2	6.0%	3.0%	4.0%	4.0%	3.0%
3	12.0%	12.0%	21.0%	24.0%	15.0%
4	3.0%	1.0%	1.0%	1.0%	1.0%
5 - Very Important	1.0%	1.0%	1.0%	1.0%	1.0%
Total	294	188	137	113	101
QSO Importance of services: Cellular/mobile television service	Column N %	Column N %	Column N %	Column N %	Column N %
1 - Not at All Important	99.0%	99.0%	99.0%	99.0%	99.0%
2	0.0%	0.0%	0.0%	0.0%	0.0%
3	0.0%	0.0%	0.0%	0.0%	0.0%
4	0.0%	0.0%	0.0%	0.0%	0.0%
5 - Very Important	0.0%	0.0%	0.0%	0.0%	0.0%
Total	294	188	137	113	101
QSO Non-Dual-Use Internet Services Available	Column N %	Column N %	Column N %	Column N %	Column N %
Q1_1 Digital Subscriber Line (DSL)	53.5%	65.0%	65.0%	65.7%	45.2%
Q1_2 Cable modem	91.9%	78.4%	83.7%	73.8%	73.8%
Q1_3 Satellite	40.6%	53.8%	48.2%	36.7%	33.3%
Q1_4 None (no internet services available)	1.0%	0.0%	1.4%	0.0%	2.4%
Q1_5 Other (specify in comments)	0.0%	0.0%	2.9%	2.0%	2.4%
Total	294	188	137	113	101
QSO Other: No home internet service	Column N %	Column N %	Column N %	Column N %	Column N %
Yes	0.0%	1.3%	2.3%	1.3%	1.3%
No	100%	98.7%	97.7%	98.7%	98.7%
Total	294	188	137	113	101
QSO Other: Cellular/mobile television service, what is your primary home internet connection?	Column N %	Column N %	Column N %	Column N %	Column N %
Digital Subscriber Line (DSL)	14.4%	15.7%	23.9%	19.3%	14.5%
Cable modem	76.1%	64.0%	61.4%	61.4%	59.3%
Satellite	0.0%	0.0%	1.7%	1.8%	1.9%
None	4.2%	3.1%	5.3%	5.3%	2.3%
Other (specify in comments)	3.0%	1.3%	1.8%	2.2%	2.2%
Total	294	188	137	113	101
QSO What is your main reason for purchasing home internet service?	Column N %	Column N %	Column N %	Column N %	Column N %
We have internet-enabled devices	0.0%	0.0%	0.0%	0.0%	0.0%
Work/School/College/Our home	0.0%	0.0%	0.0%	0.0%	0.0%
We get internet service	0.0%	0.0%	0.0%	0.0%	0.0%
Costs are too high	100%	100%	100%	100%	100%
Cellular/mobile television service meets our needs	0.0%	0.0%	0.0%	0.0%	0.0%
Q2 Appropriately	0.0%	0.0%	0.0%	0.0%	0.0%
How much does your family pay for MONTH for your home internet service?	Column N %	Column N %	Column N %	Column N %	Column N %
\$1 to \$20	1.7%	0.0%	2.3%	3.2%	3.3%
\$21 to \$30	1.8%	1.3%	3.2%	3.0%	2.0%
\$31 to \$40	10.0%	10.0%	10.0%	10.0%	7.0%
\$41 to \$50	35.0%	37.0%	35.0%	35.0%	26.0%
\$51 to \$60	12.0%	12.0%	12.0%	12.0%	12.0%
\$61 to \$70	17.2%	17.5%	18.5%	14.0%	14.4%
\$71 to \$80	22.7%	22.2%	22.7%	18.7%	17.0%
\$81 or more	2.0%	2.0%	2.0%	2.0%	2.0%
Q3 How would you describe the speed of your home internet connection?	Column N %	Column N %	Column N %	Column N %	Column N %
Very slow	1.0%	1.4%	4.3%	1.8%	7.8%
Slow	7.8%	9.6%	11.0%	11.0%	11.0%
Medium	43.9%	44.1%	37.1%	32.0%	32.0%
Fast	36.7%	37.2%	41.4%	36.1%	41.2%
Very fast	6.0%	7.1%	3.0%	4.8%	4.0%
Total	294	188	137	113	91
Q4 Importance of home internet service: Speed of connection	Column N %	Column N %	Column N %	Column N %	Column N %
1 - Not at All Important	0.0%	0.0%	0.0%	0.0%	0.0%
2	0.0%	0.0%	0.0%	0.0%	0.0%
3	0.0%	0.0%	0.0%	0.0%	0.0%
4	0.0%	0.0%	0.0%	0.0%	0.0%
5 - Very Important	100%	100%	100%	100%	100%
Total	294	188	137	113	91
Q5 Importance of home internet service: Ability to transfer with cable TV service	Column N %	Column N %	Column N %	Column N %	Column N %
1 - Not at All Important	14.3%	14.3%	14.3%	14.3%	14.3%
2	17.9%	17.9%	17.9%	17.9%	17.9%
3	14.3%	14.3%	14.3%	14.3%	14.3%
4	3.6%	3.6%	3.6%	3.6%	3.6%
5 - Very Important	50.0%	50.0%	50.0%	50.0%	50.0%
Total	294	188	137	113	91

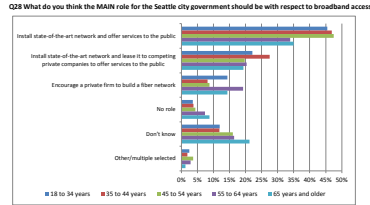
Mean Ratings by QSO Age Group

QSO to which app/price do you belong?	QSO to which app/price do you belong?				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older
Internet connection (any speed)	4.8	4.8	4.8	4.7	4.3
High-speed internet connection	4.7	4.7	4.7	4.6	4.2
Basic cable television service	2.1	2.4	2.8	3.1	3.8
Premium cable television service	1.1	1.2	1.3	1.5	1.6
Fuel (land line) telephone service	1.1	1.1	1.1	1.1	1.1
Cellular/mobile television service	4.8	4.9	4.7	4.7	4.1
QSO No response/home selected	4.2	4.2	4.2	4.2	4.2
Reliability of connection	4.9	4.9	5.0	4.9	4.7
Price of service	4.5	4.5	4.5	4.5	4.5
Clarity of bills	3.7	3.6	3.9	4.1	4.0
Ability to contact provider	3.8	3.8	4.1	4.1	4.3
Technical support service	3.7	3.8	4.3	4.6	4.4
Overall customer service	4.0	4.1	4.4	4.5	4.5
Ability to transfer with cable TV	1.8	1.9	2.1	2.5	3.2
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7
Speed of connection	3.4	3.4	3.4	3.4	3.2
Reliability of connection	3.4	3.4	3.5	3.6	3.7
Price of service	3.5	3.4	3.4	3.4	3.2
Clarity of bills	3.0	3.1	3.4	3.6	3.6
Ability to contact provider	3.1	3.0	3.2	3.1	3.4
Technical support service	3.0	3.0	3.1	3.2	3.2
Overall customer service	2.7	2.8	3.0	3.1	3.4
Ability to transfer with cable TV	1.8	1.8	1.9	2.1	2.7

with home internet service: Speed of connection	2	Column N %	15.0%	16.1%	9.7%	10.7%	8.9%
	3	Column N %	30.0%	29.7%	31.3%	30.9%	30.2%
	4	Column N %	31.3%	34.2%	36.1%	37.5%	36.5%
	5 - Very Satisfied	Column N %	17.4%	14.6%	13.4%	8.9%	23.2%
Total		Count	297	158	127	109	91
Q10B Satisfaction with home internet service: Reliability of connection	1 - Very Dissatisfied	Column N %	8.4%	5.8%	5.2%	4.2%	2.3%
	2	Column N %	20.2%	11.7%	11.0%	7.2%	5.9%
	3	Column N %	31.6%	31.8%	28.4%	31.3%	26.4%
	4	Column N %	32.0%	35.7%	36.1%	36.9%	40.0%
	5 - Very Satisfied	Column N %	27.6%	14.7%	14.3%	15.5%	15.4%
Total		Count	297	157	127	109	85
Q10C Satisfaction with home internet service: Price of service	1 - Very Dissatisfied	Column N %	29.3%	29.7%	21.7%	24.6%	10.5%
	2	Column N %	21.5%	23.2%	28.6%	28.1%	27.0%
	3	Column N %	21.5%	31.6%	33.8%	31.7%	31.3%
	4	Column N %	18.7%	11.0%	10.5%	12.0%	13.1%
	5 - Very Satisfied	Column N %	4.2%	4.3%	4.8%	3.6%	6.4%
Total		Count	297	158	126	107	90
Q10D Satisfaction with home internet service: Clarity of bills	1 - Very Dissatisfied	Column N %	30.3%	8.6%	8.6%	12.1%	5.9%
	2	Column N %	16.2%	15.1%	14.4%	15.2%	15.6%
	3	Column N %	39.5%	44.1%	47.0%	47.3%	40.7%
	4	Column N %	26.0%	24.3%	23.7%	14.5%	23.7%
	5 - Very Satisfied	Column N %	7.2%	7.9%	7.6%	10.9%	14.1%
Total		Count	297	155	125	107	86
Q10E Satisfaction with home internet service: Ability to contact provider	1 - Very Dissatisfied	Column N %	7.8%	9.0%	8.1%	8.5%	2.9%
	2	Column N %	17.0%	13.2%	16.7%	12.7%	15.4%
	3	Column N %	44.0%	46.7%	45.7%	37.0%	38.8%
	4	Column N %	22.0%	21.7%	21.4%	24.8%	31.4%
	5 - Very Satisfied	Column N %	7.8%	8.6%	12.2%	17.0%	16.4%
Total		Count	297	157	124	107	87
Q10F Satisfaction with home internet service: Technical support service	1 - Very Dissatisfied	Column N %	15.2%	12.1%	7.8%	10.2%	3.0%
	2	Column N %	15.8%	12.6%	10.3%	12.7%	14.2%
	3	Column N %	33.0%	33.8%	33.8%	33.3%	32.2%
	4	Column N %	23.0%	29.0%	31.4%	28.3%	34.7%
	5 - Very Satisfied	Column N %	13.0%	7.4%	9.7%	13.3%	13.2%
Total		Count	288	153	124	108	85
Q10G Satisfaction with home internet service: Overall customer service	1 - Very Dissatisfied	Column N %	23.6%	16.0%	9.2%	16.1%	5.3%
	2	Column N %	19.8%	15.3%	16.8%	18.1%	16.2%
	3	Column N %	32.3%	47.3%	48.1%	34.3%	31.6%
	4	Column N %	24.4%	14.7%	13.8%	25.6%	26.3%
	5 - Very Satisfied	Column N %	2.4%	6.3%	6.3%	11.6%	14.6%
Total		Count	292	153	124	108	87
Q10H Satisfaction with home internet service: Ability to transfer with cable TV service	1 - Very Dissatisfied	Column N %	18.2%	14.2%	14.8%	16.2%	17.2%
	2	Column N %	6.6%	6.7%	6.3%	8.2%	5.8%
	3	Column N %	12.8%	12.6%	12.6%	14.6%	14.6%
	4	Column N %	17.4%	20.0%	20.0%	17.1%	16.5%
	5 - Very Satisfied	Column N %	7.3%	8.1%	7.0%	10.2%	13.2%
Total		Count	287	152	120	96	71
Q11A Willing to switch 300 Mbps \$5 per month	1 - Very Unwilling	Column N %	5.3%	4.4%	31.9%	9.3%	18.4%
	2	Column N %	1.0%	2.0%	2.3%	2.2%	6.4%
	3	Column N %	7.8%	8.1%	10.7%	9.9%	8.0%
	4	Column N %	6.3%	9.8%	6.1%	13.0%	6.4%
	5 - Very Willing	Column N %	28.6%	24.5%	39.3%	36.7%	40.8%
Total		Count	287	156	124	101	89
Q11B Willing to switch 300 Mbps \$6 per month	1 - Very Unwilling	Column N %	14.6%	17.2%	22.5%	23.0%	20.8%
	2	Column N %	4.8%	4.6%	3.7%	6.4%	5.8%
	3	Column N %	14.0%	16.4%	10.9%	12.5%	11.5%
	4	Column N %	28.2%	24.8%	24.0%	26.7%	27.3%
	5 - Very Willing	Column N %	37.8%	37.7%	25.7%	26.7%	37.2%
Total		Count	287	154	122	99	66
Q11C Willing to switch 300 Mbps \$7 per month	1 - Very Unwilling	Column N %	23.4%	31.5%	36.5%	35.8%	37.2%
	2	Column N %	10.8%	17.2%	6.3%	11.5%	11.5%
	3	Column N %	31.3%	22.0%	21.6%	23.2%	20.2%
	4	Column N %	11.6%	11.0%	13.7%	13.0%	8.3%
	5 - Very Willing	Column N %	16.0%	17.2%	11.8%	17.0%	20.2%
Total		Count	285	154	120	96	61
Q11D Willing to switch 300 Mbps \$8 per month	1 - Very Unwilling	Column N %	45.2%	49.0%	49.8%	47.1%	46.8%
	2	Column N %	10.2%	21.2%	21.3%	20.7%	15.2%
	3	Column N %	9.8%	16.4%	13.1%	13.1%	20.2%
	4	Column N %	7.4%	6.6%	6.3%	11.9%	7.1%
	5 - Very Willing	Column N %	7.4%	6.6%	4.7%	7.3%	8.1%
Total		Count	281	154	120	96	61
Q11E Willing to switch 300 Mbps \$9 per month	1 - Very Unwilling	Column N %	72.2%	70.7%	64.8%	66.0%	60.8%
	2	Column N %	16.0%	17.0%	14.8%	8.7%	11.6%
	3	Column N %	4.3%	5.1%	14.8%	8.7%	17.6%
	4	Column N %	2.5%	3.1%	2.3%	2.7%	1.0%
	5 - Very Willing	Column N %	3.0%	3.1%	1.0%	6.7%	6.3%
Total		Count	283	153	121	96	65
Q12A Willing to switch 1 Gbps \$50 per month	1 - Very Unwilling	Column N %	5.0%	3.7%	30.7%	8.3%	16.3%
	2	Column N %	1.9%	4.9%	4.1%	3.3%	4.2%
	3	Column N %	1.8%	5.8%	9.7%	6.4%	7.5%
	4	Column N %	4.4%	6.1%	6.1%	9.4%	6.2%
	5 - Very Willing	Column N %	85.0%	85.1%	34.8%	34.4%	45.3%
Total		Count	280	157	124	101	77
Q12B Willing to switch 1 Gbps \$60 per month	1 - Very Unwilling	Column N %	10.1%	9.6%	26.5%	10.1%	16.1%
	2	Column N %	4.0%	4.0%	4.7%	4.1%	5.2%
	3	Column N %	8.9%	9.3%	13.5%	10.7%	5.7%
	4	Column N %	19.2%	14.6%	11.3%	20.4%	20.4%
	5 - Very Willing	Column N %	65.2%	62.3%	48.0%	44.9%	46.9%
Total		Count	276	154	120	96	61
Q12C Willing to switch 1 Gbps \$70 per month	1 - Very Unwilling	Column N %	17.6%	17.6%	30.9%	14.6%	18.1%
	2	Column N %	10.7%	9.2%	13.5%	8.9%	8.2%
	3	Column N %	18.6%	15.2%	20.9%	13.2%	15.5%
	4	Column N %	16.4%	18.5%	16.9%	8.8%	13.4%
	5 - Very Willing	Column N %	37.0%	31.2%	23.2%	34.5%	40.4%
Total		Count	278	154	120	96	62
Q12D Willing to switch 1 Gbps \$80 per month	1 - Very Unwilling	Column N %	32.3%	39.7%	43.3%	45.2%	50.5%
	2	Column N %	15.8%	13.2%	17.9%	17.1%	10.1%
	3	Column N %	23.4%	17.9%	17.9%	14.6%	16.8%
	4	Column N %	13.4%	13.2%	10.2%	10.0%	9.5%
	5 - Very Willing	Column N %	17.1%	15.9%	11.8%	15.1%	14.6%
Total		Count	276	154	120	95	61
Q12E Willing to switch 1 Gbps \$90 per month	1 - Very Unwilling	Column N %	50.0%	53.0%	50.6%	45.9%	46.1%
	2	Column N %	22.8%	19.2%	14.0%	9.5%	9.5%
	3	Column N %	12.0%	11.7%	11.7%	12.2%	12.6%
	4	Column N %	1.8%	7.1%	1.0%	5.4%	7.6%
	5 - Very Willing	Column N %	11.4%	8.4%	7.0%	10.9%	8.4%
Total		Count	276	154	121	96	61
Q13A Interested to music (streaming)	Never	Column N %	2.6%	2.6%	1.0%	1.0%	4.2%
	Occasionally	Column N %	24.2%	36.1%	40.5%	34.2%	39.2%
	Frequently	Column N %	73.2%	61.3%	58.5%	64.8%	56.6%
Total		Count	288	158	124	101	81
Q13B Watching movie, videos, or TV	Never	Column N %	1.8%	2.0%	1.3%	1.7%	30.4%
	Occasionally	Column N %	7.2%	19.2%	23.2%	23.2%	25.0%
	Frequently	Column N %	91.0%	78.2%	75.2%	75.0%	44.7%
Total		Count	290	155	126	101	86
Q13C Playing online games	Never	Column N %	49.4%	41.1%	41.1%	49.9%	45.8%
	Occasionally	Column N %	19.5%	27.7%	26.7%	18.7%	18.3%
	Frequently	Column N %	30.2%	31.2%	32.2%	31.4%	35.9%
Total		Count	296	161	124	105	84
Q13E Making video calls	Never	Column N %	21.2%	23.4%	28.4%	19.8%	10.0%
	Occasionally	Column N %	57.2%	51.1%	51.5%	50.0%	50.0%
	Frequently	Column N %	21.1%	25.9%	20.1%	30.2%	39.9%
Total		Count	296	158	127	98	84
Q13F Buying products online	Never	Column N %	1.2%	1.0%	1.0%	4.7%	8.0%
	Occasionally	Column N %	26.5%	22.4%	35.4%	17.9%	42.2%
	Frequently	Column N %	72.3%	77.6%	63.6%	77.4%	49.8%
Total		Count	290	159	125	110	86
Q13G Running a home business	Never	Column N %	74.2%	63.6%	54.5%	58.9%	47.4%
	Occasionally	Column N %	14.4%	15.4%	16.4%	16.7%	24.4%
	Frequently	Column N %	11.4%	20.8%	29.1%	24.4%	28.2%
Total		Count	290	161	127	109	84
Q13H Receiving government info such as service locations or contact	Never	Column N %	31.5%	25.8%	26.8%	21.6%	26.6%
	Occasionally	Column N %	52.1%	59.4%	59.8%	62.7%	57.5%
	Frequently	Column N %	16.4%	14.8%	13.4%	15.7%	15.9%
Total		Count	288	158	125	101	81
Q13I Consulting government	Never	Column N %	56.4%	47.7%	46.6%	45.7%	50.7%
	Occasionally	Column N %	33.0%	44.5%	41.5%	34.9%	42.2%
	Frequently	Column N %	9.7%	7.7%	8.3%	10.8%	6.7%
Total		Count	290	161	126	101	75
Q13J Assessing school resources (for parents of school-aged children)	Never	Column N %	85.0%	85.0%	85.0%	85.0%	85.0%
	Occasionally	Column N %	10.0%	10.0%	10.0%	10.0%	10.0%
	Frequently	Column N %	5.0%	5.0%	5.0%	5.0%	5.0%
Total		Count	267	153	124	101	71
Q14 Streaming Services Accessed Via Home Internet Connection	Q14 - 3 Netflix	Column N %	83.2%	78.0%	73.8%	74.0%	73.8%
	Q14 - 2 Amazon	Column N %	81.2%	86.0%	81.7%	84.9%	73.8%
	Q14 - 1 Hulu	Column N %	70.6%	72.2%	62.5%	62.7%	40.0%
	Q14 - 4 YouTube	Column N %	85.0%	85.4%	79.4%	88.4%	74.8%
	Q14 - 5 Other	Column N %	26.5%	27.8%	30.2%	12.8%	8.0%
Total		Count	1,506	1,576	1,516	1,506	1,466
Q15A Can choose from multiple internet providers	1 - Not at all important	Column N %	4.1%	2.5%	3.1%	5.5%	6.0%
	2	Column N %	2.4%	6.1%	6.5%	12.6%	1.8%
	3	Column N %	17.3%	14.0%	13.1%	11.1%	20.1%
	4	Column N %	29.0%	35.7%	21.8%	23.2%	20.1%
	5 - Very Important	Column N %	47.8%	39.5%	45.1%	47.0%	46.0%
Total		Count	295	160	121	107	85
Q15B Can buy service with very high speeds (100 Mbps or faster)	1 - Not at all important	Column N %	2.4%	1.2%	1.5%		

telework part-time for a local job	4	Column N %	21.4%	20.5%	18.0%	14.0%	10.8%
	5 - Very important	Column N %	36.0%	40.4%	43.0%	36.0%	32.0%
	Total	Count	294	359	436	507	457
Q153 I can use my home internet connection to telework full-time for a distant job	1 - Not at all important	Column N %	31.3%	31.0%	31.1%	43.3%	64.3%
	2	Column N %	15.5%	15.5%	12.1%	14.4%	10.0%
	3	Column N %	20.5%	16.8%	13.0%	8.3%	8.5%
	4	Column N %	20.2%	17.3%	10.8%	8.5%	7.8%
	5 - Very important	Column N %	22.0%	24.5%	33.0%	24.4%	8.5%
	Total	Count	295	358	435	507	457
Q154 Willing to pay fiber hook-up fee \$0	1 - Very Unwilling	Column N %	0.0%	0.0%	1.3%	2.0%	1.3%
	2	Column N %	0.0%	0.0%	0.0%	0.0%	0.0%
	3	Column N %	0.0%	0.0%	0.0%	3.3%	6.2%
	4	Column N %	99.4%	99.1%	96.2%	96.8%	98.3%
	5 - Very Willing	Column N %	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	Count	294	359	436	507	457
Q154 Willing to pay fiber hook-up fee \$50	1 - Very Unwilling	Column N %	1.0%	4.5%	4.3%	6.0%	14.4%
	2	Column N %	4.4%	5.3%	4.1%	3.7%	7.2%
	3	Column N %	19.8%	16.1%	13.4%	14.4%	8.8%
	4	Column N %	14.6%	21.2%	20.5%	21.1%	20.0%
	5 - Very Willing	Column N %	54.0%	51.0%	53.0%	54.9%	46.6%
	Total	Count	295	358	435	509	466
Q154 Willing to pay fiber hook-up fee \$100	1 - Very Unwilling	Column N %	23.5%	31.0%	26.2%	23.3%	41.8%
	2	Column N %	16.5%	16.1%	10.7%	13.4%	11.3%
	3	Column N %	23.7%	24.2%	26.0%	26.0%	23.3%
	4	Column N %	18.5%	15.6%	13.7%	8.0%	13.3%
	5 - Very Willing	Column N %	19.3%	18.1%	11.7%	19.7%	12.8%
	Total	Count	295	358	435	507	457
Q154 Willing to pay fiber hook-up fee \$500	1 - Very Unwilling	Column N %	54.5%	67.1%	61.4%	61.7%	65.5%
	2	Column N %	21.0%	18.1%	10.7%	20.8%	20.4%
	3	Column N %	17.4%	9.0%	11.2%	11.6%	10.0%
	4	Column N %	3.6%	4.3%	8%	2.6%	1.8%
	5 - Very Willing	Column N %	3.9%	1.8%	7.9%	3.9%	3.4%
	Total	Count	293	358	435	507	457
Q154 Willing to pay fiber hook-up fee \$1,000	1 - Very Unwilling	Column N %	86.8%	90.0%	81.5%	85.7%	86.8%
	2	Column N %	7.2%	5.8%	1.7%	8.5%	8.8%
	3	Column N %	2.4%	2.8%	8%	2.6%	3%
	4	Column N %	1.2%	0.0%	0.0%	3.0%	2%
	5 - Very Willing	Column N %	2.4%	4%	4.0%	3.2%	2.4%
	Total	Count	295	357	433	507	457
Q154 Willing to pay fiber hook-up fee \$200 per month on bill \$50	1 - Very Unwilling	Column N %	0.0%	1.3%	4.3%	1.0%	12.2%
	2	Column N %	2.4%	2.4%	2.3%	3.3%	3.3%
	3	Column N %	10.2%	7.1%	3.1%	3.3%	3.8%
	4	Column N %	18.0%	20.0%	18.8%	23.8%	15.3%
	5 - Very Willing	Column N %	69.0%	61.2%	66.2%	64.8%	55.8%
	Total	Count	293	358	435	507	457
Q154 Willing to pay fiber hook-up fee \$200 per month on bill \$250	1 - Very Unwilling	Column N %	10.2%	20.8%	26.5%	20.4%	31.8%
	2	Column N %	15.5%	9.5%	10.0%	8.0%	8.5%
	3	Column N %	16.2%	23.8%	23.0%	11.0%	25.0%
	4	Column N %	18.6%	22.7%	19.7%	14.6%	19.8%
	5 - Very Willing	Column N %	41.1%	26.6%	18.7%	31.6%	14.0%
	Total	Count	293	357	435	507	457
Q154 Willing to pay fiber hook-up fee \$200 per month on bill \$500	1 - Very Unwilling	Column N %	43.1%	49.4%	54.8%	46.7%	49.4%
	2	Column N %	17.4%	21.4%	17.3%	21.1%	24.1%
	3	Column N %	19.8%	20.8%	13.5%	15.1%	12.5%
	4	Column N %	9.5%	4.3%	4.0%	4.0%	6.2%
	5 - Very Willing	Column N %	49.2%	4.3%	4.0%	4.0%	2.8%
	Total	Count	295	357	435	507	457
Q154 Willing to pay fiber hook-up fee \$200 per month on bill \$1,000	1 - Very Unwilling	Column N %	74.1%	80.0%	88.0%	77.0%	86.2%
	2	Column N %	12.7%	7.2%	6.1%	11.2%	10.8%
	3	Column N %	7.2%	2.0%	4.3%	4.0%	1.8%
	4	Column N %	1.0%	2.0%	4%	3.3%	0.0%
	5 - Very Willing	Column N %	1.0%	2.0%	0.0%	3.9%	2.7%
	Total	Count	295	358	435	507	457
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	Column N %	40.2%	44.0%	51.1%	63.8%	70.4%
	Yes, satellite	Column N %	4.1%	7.5%	4.5%	6.0%	8.7%
	No	Column N %	55.4%	48.4%	44.4%	29.4%	19.9%
	Both cable and satellite	Column N %	0.0%	0.0%	0.0%	1.3%	0%
	Total	Count	295	357	433	507	457
Q19 Importance of programming	1 - Not at all important	Column N %	6.8%	14.6%	4.3%	6.2%	3.5%
	2	Column N %	32.2%	34.8%	34.8%	33.3%	23.3%
	3	Column N %	13.5%	14.6%	19.0%	13.0%	10.0%
	4	Column N %	21.6%	11.0%	21.7%	15.5%	16.4%
	5 - Very important	Column N %	45.0%	43.0%	37.5%	34.9%	46.8%
	Total	Count	293	44	35	44	41
Q19 Importance of features: News programming	1 - Not at all important	Column N %	6.8%	14.6%	4.3%	6.2%	3.5%
	2	Column N %	32.2%	34.8%	34.8%	33.3%	23.3%
	3	Column N %	13.5%	14.6%	19.0%	13.0%	10.0%
	4	Column N %	25.7%	17.1%	22.2%	15.5%	13.8%
	5 - Very important	Column N %	11.1%	11.7%	47.0%	32.6%	70.0%
	Total	Count	129	44	76	84	81
Q19 Importance of features: Music channel	1 - Not at all important	Column N %	45.0%	43.0%	36.5%	46.7%	36.3%
	2	Column N %	25.7%	20.8%	19.2%	21.9%	20.8%
	3	Column N %	21.6%	22.5%	28.2%	19.7%	23.3%
	4	Column N %	1.4%	19.0%	3.7%	11.8%	20.8%
	5 - Very important	Column N %	6.4%	3.8%	13.3%	7.2%	8.5%
	Total	Count	129	42	74	81	77
Q19 Importance of features: Children's programming	1 - Not at all important	Column N %	54.1%	42.3%	53.2%	44.4%	48.0%
	2	Column N %	20.3%	13.6%	15.2%	14.3%	12.4%
	3	Column N %	11.1%	14.2%	14.1%	14.1%	14.1%
	4	Column N %	13.5%	16.0%	11.4%	10.5%	7.5%
	5 - Very important	Column N %	1.4%	12.1%	6.3%	5.5%	5.8%
	Total	Count	129	41	71	81	77
Q19 Importance of features: Sports programming	1 - Not at all important	Column N %	17.4%	23.5%	18.8%	22.7%	16.4%
	2	Column N %	6.8%	7.4%	7.3%	6.2%	12.0%
	3	Column N %	19.8%	11.1%	13.3%	14.4%	16.4%
	4	Column N %	16.2%	17.3%	20.0%	19.5%	21.0%
	5 - Very important	Column N %	46.8%	40.7%	41.7%	36.7%	35.7%
	Total	Count	129	41	71	81	80
Q19 Importance of features: Movie network channels	1 - Not at all important	Column N %	17.4%	19.8%	12.7%	7.8%	11.5%
	2	Column N %	13.5%	9.1%	10.5%	7.8%	10.2%
	3	Column N %	20.3%	25.9%	19.0%	18.0%	19.0%
	4	Column N %	20.3%	18.5%	22.8%	27.8%	26.2%
	5 - Very important	Column N %	28.4%	28.1%	29.1%	29.1%	26.2%
	Total	Count	129	41	71	81	80
Q19 Importance of features: Specialty channel	1 - Not at all important	Column N %	20.1%	16.0%	11.0%	11.0%	5.6%
	2	Column N %	8.2%	8.0%	10.0%	11.8%	5.6%
	3	Column N %	15.1%	17.0%	12.5%	25.2%	11.7%
	4	Column N %	26.4%	19.8%	27.0%	21.9%	22.5%
	5 - Very important	Column N %	30.1%	18.5%	26.0%	30.7%	24.2%
	Total	Count	129	41	71	81	77
Q20 How much do you pay PER MONTH for cable or satellite television service?	None	Column N %	4.1%	2.1%	3.0%	4.0%	2.7%
	\$1 to \$20	Column N %	6.6%	12.0%	10.7%	5.9%	7.5%
	\$21 to \$40	Column N %	7.2%	7.1%	6.1%	4.2%	6.3%
	\$41 to \$60	Column N %	6.2%	4.9%	1.1%	6.4%	9.2%
	\$61 to \$80	Column N %	11.4%	11.4%	12.4%	2.5%	2.0%
	\$81 to \$100	Column N %	15.1%	14.8%	16.7%	15.1%	8.3%
	More than \$100	Column N %	12.2%	44.2%	41.4%	44.4%	48.0%
	Total	Count	129	41	74	77	77
Q21 Types of broadband service Available	Q21.1 Fixed Broadband from CenturyLink	Column N %	1.8%	9.4%	26.8%	30.9%	42.8%
	Q21.2 Fixed Broadband from Spectrum	Column N %	12.4%	17.5%	17.5%	19.7%	26.3%
	Q21.3 Mobiles from AT&T, etc.	Column N %	78.8%	78.1%	77.0%	73.0%	65.4%
	Q21.4 Do not have any telephone service	Column N %	0.4%	6.3%	3.6%	4%	1.2%
	Q21.5 Other broadband service	Column N %	2.4%	1%	4.3%	6.4%	6.4%
	Q21.6 No response/none selected	Column N %	1.8%	0.0%	1.4%	1.7%	3.6%
	Total	Count	293	358	435	507	457
Q22 Is any member of your family allowed by/through employer to telework from home?	Yes, and our home internet connection enables	Column N %	48.5%	60.1%	51.8%	44.4%	41.7%
	Yes, but home internet connection is not fast enough for telework	Column N %	4.8%	1.3%	1.9%	4.4%	2.0%
	No	Column N %	29.6%	32.9%	36.1%	43.9%	47.4%
	Not sure	Column N %	1.2%	3.8%	2.2%	6.4%	8.9%
	Total	Count	129	111	111	111	101
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Somebody in my family already does telework	Column N %	17.4%	18.6%	22.5%	14.3%	11.4%
	Somebody in my family would like to telework	Column N %	31.7%	34.0%	37.0%	50.3%	74.2%
	Somebody in my family already does telework from home AND somebody in my family would like to telework	Column N %	1.8%	2.5%	3.9%	1.1%	0.0%
	Total	Count	295	183	131	154	150
Q24 Does someone in your household have a home-based business or plan to start a home-based business?	Yes, I've already have a home-based business	Column N %	16.6%	25.0%	27.3%	25.6%	14.4%
	Yes, I've plan to start one in next three years	Column N %	12.4%	15.0%	16.5%	6.9%	4.4%
	No	Column N %	71.0%	60.0%	56.2%	67.6%	81.2%
	Total	Count	295	183	131	155	150
Q25 How IMPORTANT is high-speed internet connection for your business or organization?	Not at all important	Column N %	2.0%	3.1%	6.0%	5.5%	3.3%
	Somewhat important	Column N %	18.4%	17.2%	19.7%	14.0%	26.7%
	Very important	Column N %	79.6%	79.7%	74.3%	80.5%	70.0%
	Total	Count	80	65	58	37	35
Q26 How important is it that all residents have access to broadband internet services?	1 - Strongly Disagree	Column N %	8.3%	4.4%	3.7%	10.0%	9.0%
	2	Column N %	6.0%	7.0%	4.9%	6.3%	8.0%
	3	Column N %	27.4%	27.2%	25.2%	30.9%	30.1%
	4	Column N %	29.8%	24.7%	26.7%	14.1%	17.5%
	5 - Strongly Agree	Column N %	18.5%	37.8%	35.7%	17.7%	35.4%
	Total	Count	294	181	138	154	150
Q26 How important is it that all school-aged students, parents, and teachers have access to broadband internet services?	1 - Strongly Disagree	Column N %	0.0%	0%	1.2%	4.0%	4.4%
	2	Column N %	3.0%	2.5%	1.3%	3.4%	2.5%
	3	Column N %	11.1%	12.0%	8.0%	18.8%	15.0%
	4	Column N %	22.0%	25.8%	23.9%	18.6%	24.2%
	5 - Strongly Agree	Column N %	63.7%	54.5%	63.0%	54.1%	54.1%
	Total	Count	294	181	139	155	150
Q26 How important is it that all businesses and organizations have access to broadband internet services?	1 - Strongly Disagree	Column N %					

City service categories	Total	Count	200	300	400	500	
Q27B The availability of competitively priced high-speed and/or wireless internet access is a factor in your Q27C High-speed internet access is (or is quickly becoming) as essential a service as water and electricity	1. Strongly Disagree	290	162	131	115	100	
	2. Disagree	402	240	193	176	154	
	3. Agree	186	109	87	79	68	
	4. Disagree	24	14	12	11	9	
	5. Strongly Agree	24	14	12	11	9	
Total		290	162	131	115	100	
Column N %		100%	55.9%	45.2%	39.9%	35.0%	
Q27D Find it more efficient if businesses and my household have high-speed internet access to purchase goods and services	1. Strongly Disagree	290	162	131	115	100	
	2. Disagree	402	240	193	176	154	
	3. Agree	186	109	87	79	68	
	4. Disagree	24	14	12	11	9	
	5. Strongly Agree	24	14	12	11	9	
Total		290	162	131	115	100	
Column N %		100%	55.9%	45.2%	39.9%	35.0%	
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public	Column N %	45.5%	46.9%	47.4%	33.9%	35.0%
	Install state-of-the-art network and lease it to competing private companies to offer services to the public	Column N %	22.2%	27.5%	19.7%	20.3%	19.4%
	Encourage a private firm to build a fiber network	Column N %	14.4%	8.1%	8.8%	19.2%	14.4%
	No role	Column N %	1.8%	3.1%	4.4%	2.7%	8.7%
	Don't know	Column N %	12.0%	11.9%	16.1%	16.4%	21.1%
	Other/multiple selected	Column N %	2.4%	1.9%	3.6%	2.8%	1.1%
Total		290	162	130	133	100	



Pearson Chi-Square Tests

Q28 to which age group do you belong?	Chi-Square	df	p-value
Q21 Services	412.342	3	<.001
Purchase for Household	75.936	3	<.001
Q2 Are any of these services obtained from the same	400.2	3	<.001
Q2A Importance of connection (any services: High-speed)	42.203	3	<.001
Q2B Importance of connection (any services: Basic cable television service)	46.998	3	<.001
Q2C Importance of service: Premium cable	400.000	3	<.001
Q2E Importance of service: Fixed (and line) telephone	807.288	3	<.001
Q2F Importance of service: Cellular/mobile	84.121	3	<.001
Q2G Non-Dial-Up Internet Services Available	123.562	3	<.001
Q2H Other than wireless, what is main reason for not purchasing home Q2 Approximately how much does your family pay for Q2B How would you describe the speed of your home Q2A Importance of home internet service: Speed of home internet	52.792	3	<.001
Q2B Importance of service: Reliability of home internet	40.334	3	<.001
Q2C Importance of service: Price of home internet	14.397	3	<.001
Q2D Importance of service: Clarity of home internet	28.913	3	<.001
Q2E Importance of service: Ability to use home internet	17.120	3	<.001
Q2F Importance of service: Technical support	16.000	3	<.001
Q2G Importance of service: Overall	39.580	3	<.001
Q2H Importance of service: Ability to use home internet with home internet	100.636	3	<.001
Q2A Satisfaction with home internet service: Speed of home internet	19.371	3	<.001
Q2B Satisfaction with home internet service: Reliability of home internet	13.382	3	<.001
Q2C Satisfaction with home internet service: Price of home internet	37.902	3	<.001
Q2D Satisfaction with home internet service: Clarity of home internet	21.943	3	<.001
Q2E Satisfaction with home internet service: Ability to use home internet	14.200	3	<.001
Q2F Satisfaction with home internet service: Technical support	41.720	3	<.001
Q2G Satisfaction with home internet service: Overall	63.436	3	<.001
Q2H Satisfaction with home internet service: Ability to use home internet with home internet	18.498	3	<.001
Q11A Willing to switch 100 Mbps \$50 per month	37.761	3	<.001
Q11B Willing to switch 100 Mbps \$60 per month	37.761	3	<.001
Q11C Willing to switch 100 Mbps \$75 per month	37.761	3	<.001
Q11D Willing to switch 100 Mbps \$85 per month	37.761	3	<.001
Q11E Willing to switch 100 Mbps \$95 per month	37.761	3	<.001
Q11F Willing to switch 100 Mbps \$105 per month	37.761	3	<.001
Q11G Willing to switch 100 Mbps \$115 per month	37.761	3	<.001
Q11H Willing to switch 100 Mbps \$125 per month	37.761	3	<.001
Q11I Willing to switch 100 Mbps \$135 per month	37.761	3	<.001
Q11J Willing to switch 100 Mbps \$145 per month	37.761	3	<.001
Q11K Willing to switch 100 Mbps \$155 per month	37.761	3	<.001
Q11L Willing to switch 100 Mbps \$165 per month	37.761	3	<.001
Q11M Willing to switch 100 Mbps \$175 per month	37.761	3	<.001
Q11N Willing to switch 100 Mbps \$185 per month	37.761	3	<.001
Q11O Willing to switch 100 Mbps \$195 per month	37.761	3	<.001
Q11P Willing to switch 100 Mbps \$205 per month	37.761	3	<.001
Q11Q Willing to switch 100 Mbps \$215 per month	37.761	3	<.001
Q11R Willing to switch 100 Mbps \$225 per month	37.761	3	<.001
Q11S Willing to switch 100 Mbps \$235 per month	37.761	3	<.001
Q11T Willing to switch 100 Mbps \$245 per month	37.761	3	<.001
Q11U Willing to switch 100 Mbps \$255 per month	37.761	3	<.001
Q11V Willing to switch 100 Mbps \$265 per month	37.761	3	<.001
Q11W Willing to switch 100 Mbps \$275 per month	37.761	3	<.001
Q11X Willing to switch 100 Mbps \$285 per month	37.761	3	<.001
Q11Y Willing to switch 100 Mbps \$295 per month	37.761	3	<.001
Q11Z Willing to switch 100 Mbps \$305 per month	37.761	3	<.001
Q12A Listening to music (streaming)	148.151	3	<.001
Q12B Watching movies, videos, or TV	148.151	3	<.001
Q12C Playing online games	29.098	3	<.001
Q12D Making video calls	47.569	3	<.001
Q12E Buying products online	47.569	3	<.001
Q12F Running a home business	25.131	3	<.001
Q12G Handling government info	4.195	3	<.001
Q12H Consulting government	20.202	3	<.001
Q12I Consulting friends about school resources for parents of school children	177.113	3	<.001
Q12J Streaming Services Accessed Via Home Internet	74	3	<.001
Q12K Can you choose from multiple	23.820	3	<.001

Internet providers	SA	694
Q150 can buy service with very high speeds (10-100 Mbps) on my home internet connection to my computer	SA	15
Q151 I can use my home internet connection to my computer	SA	48,829
Q152 I can use my home internet connection to my computer	SA	48,829
Q153 I can use my home internet connection to my computer	SA	48,829
Q154 I can use my home internet connection to my computer	SA	48,829
Q155 I can use my home internet connection to my computer	SA	48,829
Q156 I can use my home internet connection to my computer	SA	48,829
Q157 I can use my home internet connection to my computer	SA	48,829
Q158 I can use my home internet connection to my computer	SA	48,829
Q159 I can use my home internet connection to my computer	SA	48,829
Q160 I can use my home internet connection to my computer	SA	48,829
Q161 I can use my home internet connection to my computer	SA	48,829
Q162 I can use my home internet connection to my computer	SA	48,829
Q163 I can use my home internet connection to my computer	SA	48,829
Q164 I can use my home internet connection to my computer	SA	48,829
Q165 I can use my home internet connection to my computer	SA	48,829
Q166 I can use my home internet connection to my computer	SA	48,829
Q167 I can use my home internet connection to my computer	SA	48,829
Q168 I can use my home internet connection to my computer	SA	48,829
Q169 I can use my home internet connection to my computer	SA	48,829
Q170 I can use my home internet connection to my computer	SA	48,829
Q171 I can use my home internet connection to my computer	SA	48,829
Q172 I can use my home internet connection to my computer	SA	48,829
Q173 I can use my home internet connection to my computer	SA	48,829
Q174 I can use my home internet connection to my computer	SA	48,829
Q175 I can use my home internet connection to my computer	SA	48,829
Q176 I can use my home internet connection to my computer	SA	48,829
Q177 I can use my home internet connection to my computer	SA	48,829
Q178 I can use my home internet connection to my computer	SA	48,829
Q179 I can use my home internet connection to my computer	SA	48,829
Q180 I can use my home internet connection to my computer	SA	48,829
Q181 I can use my home internet connection to my computer	SA	48,829
Q182 I can use my home internet connection to my computer	SA	48,829
Q183 I can use my home internet connection to my computer	SA	48,829
Q184 I can use my home internet connection to my computer	SA	48,829
Q185 I can use my home internet connection to my computer	SA	48,829
Q186 I can use my home internet connection to my computer	SA	48,829
Q187 I can use my home internet connection to my computer	SA	48,829
Q188 I can use my home internet connection to my computer	SA	48,829
Q189 I can use my home internet connection to my computer	SA	48,829
Q190 I can use my home internet connection to my computer	SA	48,829
Q191 I can use my home internet connection to my computer	SA	48,829
Q192 I can use my home internet connection to my computer	SA	48,829
Q193 I can use my home internet connection to my computer	SA	48,829
Q194 I can use my home internet connection to my computer	SA	48,829
Q195 I can use my home internet connection to my computer	SA	48,829
Q196 I can use my home internet connection to my computer	SA	48,829
Q197 I can use my home internet connection to my computer	SA	48,829
Q198 I can use my home internet connection to my computer	SA	48,829
Q199 I can use my home internet connection to my computer	SA	48,829
Q200 I can use my home internet connection to my computer	SA	48,829

* Results are based on responses from respondents who answered the question. If you have not answered the question, your results may be invalid.

c. The minimum expected cell count in this table is less than one. Chi-square results may be invalid.

d. Some cell counts in this table are not integers. They were rounded to the nearest integer before the test.

Comparisons of Column Proportions^d

		Q21 Is within age group (do you belong)?			
		18 to 34 years (A)	35 to 44 (B)	45 to 54 (C)	55 to 64 (D)
SD3 Services	Q1_1 Internet service	E	E	E	E
Purchase for Household	Q1_2 Cellular/mobile services	A	A	A	A
	Q1_3 Fixed (land-line) telephone service	A	A	A	A
	Q1_4 Cellular/mobile telephone service	E	E	E	E
	Q1_5 Don't know which services purchased	F	F	F	F
	Q1_6 None (no services purchased)	F	F	F	F
	Q1_7 No response/choice selected	F	F	F	F
Q2 Are any of these services obtained from the same provider (bundled)?	All services are obtained through separate providers	C	D	E	F
	Some services are bundled, some are sold separately	F	F	F	F
Q3A Importance of service: Internet connection (any speed)	1 - Not at All Important	F	F	F	F
	2	F	F	F	F
	3	F	F	F	F
	4	F	F	F	F
	5 - Very Important	F	F	F	F
Q3B Importance of service: High-speed Internet connection	1 - Not at All Important	F	F	F	F
	2	F	F	F	F
	3	F	F	F	F
	4	F	F	F	F
	5 - Very Important	F	F	F	F
Q3C Importance of service: Basic cable television service	1 - Not at All Important	F	F	F	F
	2	F	F	F	F
	3	F	F	F	F
	4	F	F	F	F
	5 - Very Important	F	F	F	F
Q3D Importance of service: Premium cable television services	1 - Not at All Important	F	F	F	F
	2	F	F	F	F
	3	F	F	F	F
	4	F	F	F	F
	5 - Very Important	F	F	F	F
Q3E Importance of service: Fixed (land-line) telephone service	1 - Not at All Important	F	F	F	F
	2	F	F	F	F
	3	F	F	F	F
	4	F	F	F	F
	5 - Very Important	F	F	F	F
Q3F Importance of service: Cellular/mobile telephone service	1 - Not at All Important	F	F	F	F
	2	F	F	F	F
	3	F	F	F	F
	4	F	F	F	F
	5 - Very Important	F	F	F	F
SD4 How often do you use Internet Services Available	Q4_1 Several times a week	F	F	F	F
	Q4_2 Cable/modem	F	F	F	F
	Q4_3 Satellite	F	F	F	F
	Q4_4 Fixed access	F	F	F	F
	Q4_5 Cellular/mobile wireless	F	F	F	F
	Q4_6 Condo or Apartment Association Internet services	F	F	F	F
	Q4_7 Don't know which Internet services are available	F	F	F	F
	Q4_8 None (no Internet services available)	F	F	F	F
	Q4_9 No response/choice selected	F	F	F	F
Q5 Other than cellular/mobile	No home Internet service	F	F	F	F
	Telephone line dis-upt	F	F	F	F

wireless, what is your primary home internet service?	Digital Subscriber Line (DSL)								
	Cable Modem	C	E						
	Satellite								
	Fixed Wireless								
	Coaxial or Apartment Association Internet								
	Other								
Q6 What is your main reason for not purchasing home internet service?	We have internet-enabled devices								
	Access/availability to our home								
	My family and I have no need for the internet								
	We can get internet service at another location								
	COVID-19 restrictions								
	Cellular/mobile data service meets our needs								
Q7 Approximately how much does your family pay PER MONTH for your home internet service?	\$1 to \$30								
	\$31 to \$50								A
	\$51 to \$60								
	\$61 to \$80								
	\$81 to \$100								
	\$101 to \$120								
	More than \$20								
Q8 How would you describe the speed of your home internet connection?	Very slow								
	Slow								
	Medium								
	Fast								
	Very fast								
Q9A Importance of home internet service: Speed of connection	1. Not at All Important								A B C
	2.								
	3.								
	4.								
	5. Very Important								
Q9B Importance of home internet service: Reliability of connection	1. Not at All Important								
	2.								
	3.								
	4.								C
	5. Very Important								
Q9C Importance of home internet service: Price of services	1. Not at All Important								
	2.								
	3.								
	4.								
	5. Very Important								
Q9D Importance of home internet service: Clarity of bills	1. Not at All Important								
	2.								
	3.								
	4.								B
	5. Very Important								B
Q9E Importance of home internet service: Ability to contact provider	1. Not at All Important								
	2.								
	3.								
	4.								
	5. Very Important								A B
Q9F Importance of home internet service: Technical support service	1. Not at All Important								
	2.								
	3.								
	4.								
	5. Very Important								A B A
Q9G Importance of home internet service: Overall customer service	1. Not at All Important								
	2.								
	3.								
	4.								
	5. Very Important								A A
Q9H Importance of home internet service: Ability to "bundle" with cable TV service	1. Not at All Important								
	2.								
	3.								
	4.								A
	5. Very Important								A B C D
Q9I Satisfaction with home internet service: Speed of connection	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								
Q9J Satisfaction with home internet service: Reliability of connection	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								
Q9K Satisfaction with home internet service: Price of services	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								
Q9L Satisfaction with home internet service: Clarity of bills	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								
Q9M Satisfaction with home internet service: Ability to contact provider	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								
Q9N Satisfaction with home internet service: Technical support service	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								
Q9O Satisfaction with home internet service: Overall customer service	1. Very Dissatisfied								
	2.								
	3.								
	4.								
	5. Very Satisfied								A B
Q9P Satisfaction with home internet service: Ability to "bundle" with cable TV service	1. Very Dissatisfied								
	2.								
	3.								
	4.								A
	5. Very Satisfied								
Q10A Willing to switch 100 Mbps \$55 per month	1. Very Unwilling								A B
	2.								
	3.								
	4.								
	5. Very Willing								
Q10B Willing to switch 100 Mbps \$65 per month	1. Very Unwilling								
	2.								
	3.								
	4.								
	5. Very Willing								
Q10C Willing to switch 100 Mbps \$75 per month	1. Very Unwilling								
	2.								
	3.								
	4.								
	5. Very Willing								
Q10D Willing to switch 100 Mbps \$85 per month	1. Very Unwilling								
	2.								
	3.								
	4.								
	5. Very Willing								
Q10E Willing to switch 100 Mbps \$95 per month	1. Very Unwilling								A B
	2.								
	3.								
	4.								
	5. Very Willing								
Q10F Willing to switch 1 Gbps \$55 per month	1. Very Unwilling								A B
	2.								
	3.								
	4.								
	5. Very Willing								
Q10G Willing to switch 1 Gbps \$75 per month	1. Very Unwilling								
	2.								
	3.								
	4.								
	5. Very Willing								
Q10H Willing to switch 1 Gbps \$85 per month	1. Very Unwilling								
	2.								
	3.								
	4.								
	5. Very Willing								
Q10I Willing to switch 1 Gbps \$95 per month	1. Very Unwilling								
	2.								
	3.								
	4.								
	5. Very Willing								
Q11A Listening to music (streaming)	Never								A B A B C D
	Occasionally								
	Frequently								
	Very frequently								
Q11B Watching movie, videos, or TV	Never								A B A B C
	Occasionally								
	Frequently								
	Very frequently								
Q11C Playing online games	Never								A B
	Occasionally								
	Frequently								
	Very frequently								
Q11E Making video calls	Never								A A B C
	Occasionally								
	Frequently								
	Very frequently								
Q11F Buying products online	Never								A
	Occasionally								
	Frequently								
	Very frequently								
Q11G Running a home business	Never								
	Occasionally								
	Frequently								
	Very frequently								
Q11H Reading government info such as service	Never								
	Occasionally								
	Frequently								
	Very frequently								
Q11I Consulting government transactions such as	Never								
	Occasionally								
	Frequently								
	Very frequently								
Q11J Accessing school resources for parents of school	Never								B C B C
	Occasionally								
	Frequently								A D A
	Very frequently								A D E
Q14 Streaming	Q14_1 Netflix								
		D E							
		D E							
		D E							

Services Accessed Via Home Internet Connection	Q14 2 Hulu	D E	D E					
	Q14 3 YouTube	D E	D E					
	Q14 4 YouTube	D E	D E					
	Q14 5 Other	D E	D E					
	Q14 6 No response/other selected						A	ABCD
Q15A I can choose from multiple internet providers	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1. Not at all important							ABC
	2.							
	3.							
	4.							
	5. Very important							
Q15C I can pay for internet service based on usage (amount of data)	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							BE
Q15D My service provider does not place 'caps' on my total data use	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							AB
Q15E I can use my home internet connection to support a home business	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							ABCD
Q15F I can use my home internet connection to telework part-time for a local job	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q15G I can use my home internet connection to telework full-time for a distant job	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							ABCD
Q16A Willing to pay fiber hook-up fee	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16B Willing to pay \$500 fiber hook-up fee	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16C Willing to pay \$200 fiber hook-up fee	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16D Willing to pay \$1,000 fiber hook-up fee	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16E Willing to pay \$20 per month on bill	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16F Willing to pay \$20 per month on bill \$500	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16G Willing to pay \$20 per month on bill \$1,000	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q16H Willing to pay \$20 per month on bill \$5,000	1. Very Unwilling							
	2.							
	3.							
	4.							
	5. Very Willing							
Q17 Do you purchase cable or satellite television service at home?	Yes, satellite							
	No							
	Both cable and satellite							
Q17A Importance of programming features: Local programming	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							AB
Q17B Importance of programming features: News programming	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q17C Importance of programming features: Music channels	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q17D Importance of programming features: Children's programming	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q17E Importance of programming features: Movie network channels	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q17F Importance of programming features: Specialty channels	1. Not at all important							
	2.							
	3.							
	4.							
	5. Very important							
Q18 Approximate how much do you pay PER MONTH for cable or satellite television service?	None							
	\$1 to \$20							
	\$21 to \$40							
	\$41 to \$60							
	\$61 to \$80							
	\$81 to \$100							
	More than \$100							
Q19 Type of Telephone Service Available	Q19 1 Fixed landline from CenturyLink							
	Q19 2 Fixed from my cable provider							
	Q19 3 Internet from AT&T, etc.							
	Q19 4 Do not have any telephone service							
	Q19 5 Other phone service							
Q20 Is any member of your family allowed by his/her employer to telework from home?	Yes, but home internet connection is not fast enough for telework							
	No							
	Not sure							
Q21 Are you or any member of your household currently telecommuting or interested in telework?	Someone in my family already does telework							
	Someone in my family would like to telework							
	Someone in my family already does telework from home AND someone in my family would like to telework							
Q22 Does someone in your household have a home-based business or other activity?	Yes, I've already have a home-based business							
	No							
Q23 How IMPORTANT is broadband communications service for local nonprofit?	Not at all important							
	Somewhat important							
	Very important							
Q24 How helpful is broadband communications service for local nonprofit?	1. Strongly Disagree							
	2.							
	3.							
	4.							
	5. Strongly Agree							
Q25 How helpful is broadband communications service for local nonprofit?	1. Strongly Disagree							
	2.							
	3.							
	4.							
	5. Strongly Agree							
Q26 How helpful is broadband communications service for local nonprofit?	1. Strongly Disagree							
	2.							
	3.							
	4.							
	5. Strongly Agree							
Q27 How helpful is broadband communications service for local nonprofit?	1. Strongly Disagree							
	2.							
	3.							
	4.							
	5. Strongly Agree							
Q28 How helpful is broadband communications service for local nonprofit?	1. Strongly Disagree							
	2.							
	3.							
	4.							
	5. Strongly Agree							
Q29 How helpful is broadband communications service for local nonprofit?	1. Strongly Disagree							
	2.							
	3.							
	4.							
	5. Strongly Agree							

currently offers high-speed internet	3				
access at prices that	1				
Q276 The availability of competitively priced high-speed and/or wireless internet access is a	1-Strongly Disagree				
Q277 High-speed internet access is	1-Strongly Disagree				
is quickly becoming as essential a service as water and	1-Strongly Disagree				
Q278 I find it more efficient if	1-Strongly Disagree				
businesses and my household have high-speed internet	1-Strongly Disagree				
Q28 What do you think the MAH role for the Seattle city government should be with respect to broadband access?	1-Strongly Disagree				
Initial state-of-the-art network and offer services	CCB	CC			
100% private					
Initial state-of-the-art network and let it to competing private companies to offer services to					
25-50%					
Encourage a private firm to build a fiber network					
50-75%					
75-100%					
Other/multiple selected					
No role					
Q29					
Q30					

Results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller column proportion.

a. This category is not used in comparisons because the sum of case weights is equal to zero.

b. This category is not used in comparisons because the sum of case weights is less than two.

c. Tests are adjusted for all pairwise comparisons within a row of each nominal variable using the Bonferroni correction.

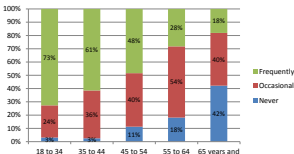
d. Cell counts of some categories are not integers. They were rounded to the nearest integer before performing column proportion tests.

Q30 (age of respondent) by Q13 (frequency of internet use for activities)

Listening to music (streaming) * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Listening to music (streaming)				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Listening to music (streaming)	9	4	14	20	35	82	3.1%	2.5%	11.3%	18.2%	42.2%
Never	710	67	60	69	33	2099	24.2%	36.1%	40.3%	53.6%	39.8%
Occasionally	210	97	60	31	15	413	72.7%	61.4%	48.4%	28.2%	18.1%
Frequently	289	158	124	110	83	764					
Total											

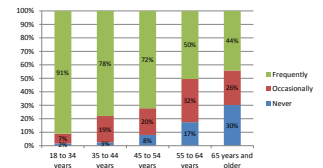
Listening to music (streaming)



Watching movies, videos, or TV * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Watching movies, videos, or TV				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Watching movies, videos, or TV	5	4	10	19	26	64	1.7%	2.5%	7.9%	17.4%	30.2%
Never	21	31	25	35	22	134	7.2%	19.5%	19.8%	32.1%	25.6%
Occasionally	266	124	91	55	38	574	91.1%	78.0%	72.2%	50.5%	44.2%
Frequently	292	158	126	109	86	772					
Total											

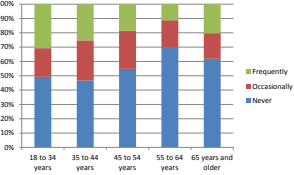
Watching movies, videos, or TV



Playing online games * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Playing online games				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Playing online games	143	74	68	75	52	412	49.3%	46.8%	54.8%	70.1%	61.9%
Never	58	44	33	20	15	170	20.0%	27.8%	26.6%	18.7%	17.9%
Occasionally	89	40	23	12	17	181	30.7%	25.3%	18.5%	11.2%	20.2%
Frequently	290	158	124	107	84	783					
Total											

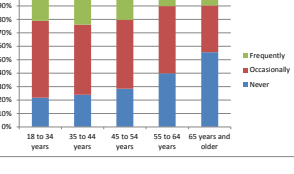
Playing online games



Connecting to a work computer * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Connecting to a work computer				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Connecting to a work computer	42	16	30	29	40	150	15.5%	10.1%	15.7%	26.6%	47.6%
Never	91	38	27	28	17	201	31.4%	24.1%	21.3%	25.7%	20.2%
Occasionally	154	104	80	62	27	417	53.1%	65.8%	63.0%	47.7%	32.1%
Frequently	290	158	122	109	84	768					
Total											

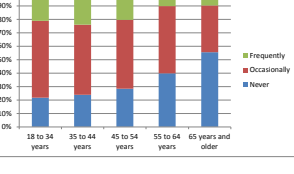
Connecting to a work computer



Making video calls * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Making video calls				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Making video calls	63	38	36	43	46	226	21.7%	23.9%	28.3%	39.8%	55.4%
Never	166	83	65	54	29	397	57.2%	52.2%	51.2%	50.0%	34.9%
Occasionally	61	38	26	11	8	144	21.0%	23.9%	20.5%	10.2%	9.6%
Frequently	290	158	122	108	83	767					
Total											

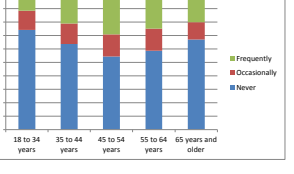
Making video calls



Buying products online * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Buying products online				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Buying products online	3	0	2	5	8	18	1.0%	0.0%	1.6%	4.5%	9.3%
Never	77	36	45	42	36	236	26.6%	22.6%	35.7%	38.2%	41.9%
Occasionally	210	123	79	63	42	517	72.4%	77.4%	62.7%	57.3%	48.8%
Frequently	290	158	126	110	86	774					
Total											

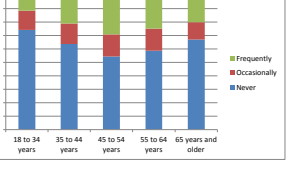
Buying products online



Running a home business * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Running a home business				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Running a home business	215	100	65	54	57	501	74.2%	63.7%	54.3%	58.7%	67.1%
Never	42	24	21	18	11	116	14.5%	15.3%	16.5%	16.5%	12.9%
Occasionally	33	33	37	27	17	147	11.4%	21.0%	29.1%	24.8%	20.0%
Frequently	290	157	122	109	85	763					
Total											

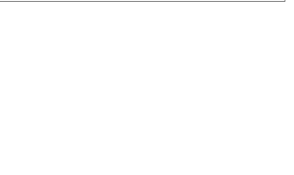
Running a home business



Receiving government info such as service locations or contact info * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Receiving government info such as service locations or contact info				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Receiving government info such as service locations or contact info	91	41	32	23	23	210	31.6%	25.9%	25.6%	21.3%	27.1%
Never	150	84	75	67	49	435	52.1%	59.5%	60.0%	62.0%	57.6%
Occasionally	47	23	18	18	13	119	16.3%	14.6%	14.4%	16.7%	15.3%
Frequently	288	158	125	108	85	764					
Total											

Receiving government info such as service locations or contact info



Conducting government transactions such as permits * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Conducting government transactions such as permits				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Conducting government transactions such as permits	162	75	59	47	43	386	56.3%	47.8%	46.8%	43.5%	50.6%
Never	98	70	57	49	36	310	34.0%	44.6%	45.2%	45.4%	42.4%
Occasionally	29	12	10	12	8	68	9.7%	7.6%	7.9%	11.1%	7.1%
Frequently	290	157	125	108	85	765					
Total											

Conducting government transactions such as permits



Accessing school resources (for parents of school-aged children) * To which age group do you belong? Crosstabulation

Counts	To which age group do you belong?					Total	Accessing school resources (for parents of school-aged children)				
	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 years and older		Never	Occasionally	Frequently	Never	Occasionally
Accessing school resources (for parents of school-aged children)	223	69	60	84	62	508	85.4%	45.4%	48.0%	82.4%	80.5%
Never	16	42	28	10	10	106	6.6%	27.6%	22.4%	9.8%	13.0%
Occasionally	23	41	37	8	5	114	8.6%	27.0%	29.6%	7.8%	6.5%
Frequently	268	152	125	102	77	724					
Total											

Accessing school resources (for parents of school-aged children)



Cross-tabulations by Q31 Education

Q31	Which category best describes your two-year college degree	Q31			
		HS or less	Two-year college degree	Four-year college degree	Graduate degree
Q31 Services Purchase for Household	Column N %	71.1%	64.7%	64.7%	64.7%
Q31_1 Internet service	Column N %	57.8%	55.4%	52.6%	52.6%
Q31_2 Cable or satellite television	Column N %	17.6%	18.3%	18.3%	18.3%
Q31_3 Fixed (land-line) telephone service	Column N %	40.8%	42.6%	39.8%	38.7%
Q31_4 Cellular/mobile telephone service	Column N %	72.8%	87.2%	91.6%	89.5%
Q31_5 Don't know which services purchase	Column N %	0.0%	0.0%	0.0%	0.0%
Q31_6 Home (no services purchased)	Column N %	1.3%	.6%	.6%	0.0%
Q31_7 No response/home selected	Column N %	3%	3%	3%	3%
Total	Count	49	104	158	303
Q32 Are any of these services obtained from the same provider (brand)?	Column N %	11.1%	11.5%	8.9%	9.0%
All services are obtained through separate providers	Column N %	49.8%	35.4%	40.5%	36.7%
Some services are bundled, some are sold separately	Column N %	39.1%	53.1%	50.5%	54.4%
Q33Q3 Importance of services: Internet connection (any speed)	Column N %	4.3%	9.0%	1.7%	7%
1 - Not at All Important	Column N %	4.3%	9.0%	1.7%	7%
2	Column N %	9.9%	6.9%	4.6%	13.9%
3	Column N %	9.9%	6.9%	4.6%	13.9%
4	Column N %	9.9%	6.9%	4.6%	13.9%
5 - Very Important	Column N %	70.0%	69.3%	82.5%	48.3%
Total	Count	45	101	151	299
Q33Q3 Importance of services: High-speed internet connection	Column N %	6.8%	1.9%	2.3%	3.1%
1 - Not at All Important	Column N %	6.8%	1.9%	2.3%	3.1%
2	Column N %	3.1%	3.5%	2.1%	3.7%
3	Column N %	8.3%	13.6%	6.9%	4.4%
4	Column N %	15.1%	12.7%	19.2%	19.2%
5 - Very Important	Column N %	65.0%	63.3%	69.0%	70.4%
Total	Count	45	101	151	299
Q33Q3 Importance of services: Basic cable television service	Column N %	11.8%	28.0%	34.3%	17.6%
1 - Not at All Important	Column N %	11.8%	28.0%	34.3%	17.6%
2	Column N %	2.7%	12.8%	11.9%	11.9%
3	Column N %	22.9%	19.7%	20.0%	17.0%
4	Column N %	8.1%	13.7%	12.9%	15.5%
5 - Very Important	Column N %	54.2%	25.7%	19.0%	18.0%
Total	Count	47	101	151	291
Q33Q3 Importance of services: Premium cable television services	Column N %	46.0%	41.3%	48.7%	18.8%
1 - Not at All Important	Column N %	46.0%	41.3%	48.7%	18.8%
2	Column N %	14.7%	8.9%	17.3%	15.8%
3	Column N %	17.2%	12.9%	12.2%	15.2%
4	Column N %	9.8%	19.2%	11.1%	10.0%
5 - Very Important	Column N %	17.7%	8.6%	8.2%	7.2%
Total	Count	45	101	151	289
Q33Q3 Importance of services: Fixed (land-line) telephone service	Column N %	57.1%	51.5%	65.0%	57.9%
1 - Not at All Important	Column N %	57.1%	51.5%	65.0%	57.9%
2	Column N %	2.8%	8.7%	8.6%	7.3%
3	Column N %	9.9%	10.9%	9.6%	17.4%
4	Column N %	7.7%	11.3%	7.1%	9.2%
5 - Very Important	Column N %	22.6%	17.5%	8.7%	8.2%
Total	Count	46	101	157	293
Q33Q3 Importance of services: Cellular/mobile telephone service	Column N %	6.0%	0.0%	0.0%	0.0%
1 - Not at All Important	Column N %	6.0%	0.0%	0.0%	0.0%
2	Column N %	4.0%	0.0%	0.0%	0.0%
3	Column N %	7.4%	5.5%	2.8%	3.8%
4	Column N %	4.0%	5.4%	10.5%	10.5%
5 - Very Important	Column N %	72.4%	89.1%	84.1%	83.0%
Total	Count	47	101	158	297
Q34 No-Dial-Up Internet Services Available	Column N %	56.2%	62.6%	62.4%	58.6%
Q4_1 Digital Subscriber Line (DSL)	Column N %	74.9%	75.1%	87.9%	82.8%
Q4_2 Cable modem	Column N %	1.9%	0.0%	0.0%	0.0%
Q4_3 Satellite	Column N %	30.1%	39.3%	50.8%	43.8%
Q4_4 Fixed wireless	Column N %	20.7%	17.4%	23.8%	17.4%
Q4_5 Cellular/mobile service	Column N %	42.7%	52.3%	65.0%	65.9%
Q4_6 Condo or Apartment Association internet	Column N %	2.6%	2.9%	2.8%	1.2%
Q4_7 Don't know which internet services are available	Column N %	13.3%	20.2%	8.5%	11.3%
Q4_8 None (no internet services available)	Column N %	0.0%	0.0%	1.5%	0.0%
Q4_9 No response/home selected	Column N %	1.9%	1.0%	1.7%	1.7%
Total	Count	49	104	158	303
Q5 Other than cellular/mobile wireless, what is your primary home internet service?	Column N %	6.7%	7.3%	1.6%	1.1%
1 - Not at All Important	Column N %	6.7%	7.3%	1.6%	1.1%
2	Column N %	1.3%	0.0%	0.0%	0.0%
3	Column N %	1.3%	0.0%	0.0%	0.0%
4	Column N %	1.3%	0.0%	0.0%	0.0%
5 - Very Important	Column N %	72.4%	80.3%	84.1%	83.0%
Total	Count	47	101	158	297
Q6 How would you describe the speed of your home internet connection?	Column N %	6.0%	1.0%	2.1%	2.9%
1 - Very Slow	Column N %	6.0%	1.0%	2.1%	2.9%
2 - Slow	Column N %	12.7%	4.0%	6.9%	9.4%
3 - Medium	Column N %	35.6%	45.4%	50.2%	40.1%
4 - Fast	Column N %	36.4%	44.0%	39.0%	40.1%
5 - Very Fast	Column N %	9.4%	5.4%	5.8%	7.5%
Total	Count	45	91	141	291
Q7 What is your main reason for not purchasing home internet service?	Column N %	60.3%	58.2%	22.2%	0.0%
My family and I have no need for the internet	Column N %	60.3%	58.2%	22.2%	0.0%
We can get internet access at another location	Column N %	0.0%	10.5%	11.1%	27.8%
Costs are too expensive	Column N %	39.7%	20.9%	55.6%	72.2%
Cellular/mobile data service meets our needs	Column N %	0.0%	10.5%	11.1%	0.0%
Total	Count	3	6	6	7
Q8 Approximately how much does your family pay for MCHT or any home internet service?	Column N %	4.3%	3.2%	6.8%	2.0%
\$1 to \$20	Column N %	4.3%	3.2%	6.8%	2.0%
\$21 to \$30	Column N %	3.9%	5.7%	4.9%	1.8%
\$31 to \$40	Column N %	14.2%	14.2%	14.2%	14.2%
\$41 to \$50	Column N %	14.0%	17.2%	14.3%	12.8%
\$51 to \$60	Column N %	12.9%	16.3%	18.8%	24.5%
\$61 to \$70	Column N %	24.1%	15.7%	17.2%	14.8%
More than \$70	Column N %	12.0%	9.4%	10.5%	12.0%
Total	Count	44	91	133	281

Mean Ratings by Q31 Education

Q31	Which category best describes your two-year college degree	Q31			
		HS or less	Two-year college degree	Four-year college degree	Graduate degree
Q34Q3 Importance of internet connection (any speed)	Column N %	4.5	4.8	4.8	4.8
Q34Q3 Importance of services: High-speed internet connection	Column N %	4.1	4.2	4.5	4.5
Q34Q3 Importance of services: Basic cable television service	Column N %	3.1	3.0	3.2	3.1
Q34Q3 Importance of services: Fixed (land-line) telephone service	Column N %	4.4	4.4	4.4	4.4
Q34Q3 Importance of services: Cellular/mobile telephone service	Column N %	2.4	2.3	1.9	2.0
Q34Q3 Importance of home internet service: Price of service	Column N %	4.6	4.6	4.7	4.7
Q34Q3 Importance of home internet service: Speed of connection	Column N %	4.7	4.6	4.6	4.6
Q34Q3 Importance of home internet service: Reliability of connection	Column N %	4.8	4.9	4.9	4.9
Q34Q3 Importance of home internet service: Overall customer service	Column N %	4.5	4.7	4.5	4.4
Q34Q3 Importance of home internet service: Clarity of bills	Column N %	4.2	4.2	3.7	3.7
Q34Q3 Importance of home internet service: Ability to contact provider	Column N %	4.3	4.3	3.9	3.9
Q34Q3 Satisfaction with home internet service: Speed of connection	Column N %	3.3	3.7	3.4	3.4
Q34Q3 Satisfaction with home internet service: Reliability of connection	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet	Column N %	3.4	3.6	3.4	3.4
Q34Q3 Satisfaction with home internet service: Price of service	Column N %	2.1	2.0	2.4	2.5
Q34Q3 Satisfaction with home internet service: Clarity of bills	Column N %	3.1	3.1	3.0	3.1
Q34Q3 Satisfaction with home internet service: Ability to contact provider	Column N %	3.4	3.1	3.1	3.2
Q34Q3 Satisfaction with home internet service: Technical support service	Column N %	3.2	3.0	3.0	3.1
Q34Q3 Satisfaction with home internet service: Overall customer service	Column N %	3.1	2.9	2.8	2.9
Q34Q3 Satisfaction with home internet service: Ability to bundle with other services	Column N %	3.0	3.1	3.0	3.0
Q34Q3 TV/Internet					

	Total	Count	44	93	347	293
Q1F Importance of home internet service: Overall customer service	1 - Not at All Important	Column N %	1.5%	1.9%	2.1%	1.9%
	2	Column N %	0.0%	4.4%	10.6%	8.1%
	3	Column N %	16.3%	16.2%	21.3%	23.1%
	4	Column N %	33.0%	34.6%	37.2%	30.3%
	5 - Very Important	Column N %	50.5%	63.0%	40.8%	36.5%
Total	Count		44	93	347	293
Q1G Importance of home internet service: General customer service	1 - Not at All Important	Column N %	1.5%	1.9%	1.3%	7%
	2	Column N %	0.0%	0.0%	3.3%	5.9%
	3	Column N %	6.9%	12.3%	19.2%	14.2%
	4	Column N %	33.0%	20.7%	32.7%	36.7%
	5 - Very Important	Column N %	58.7%	65.1%	43.5%	42.5%
Total	Count		44	93	347	293
Q1H Importance of home internet service: Ability to bundle with cable TV service	1 - Not at All Important	Column N %	46.7%	34.2%	52.2%	48.2%
	2	Column N %	33.8%	9.1%	15.5%	15.5%
	3	Column N %	17.6%	21.7%	18.1%	20.7%
	4	Column N %	5.1%	10.7%	7.7%	9.7%
Total	Count		44	93	347	293
Q1I Satisfaction with home internet service: Speed of connection	1 - Very Dissatisfied	Column N %	16.0%	20.1%	6.0%	6.0%
	2	Column N %	44.0%	7.0%	14.6%	20.0%
	3	Column N %	11.3%	3.3%	14.2%	14.8%
	4	Column N %	31.0%	36.2%	31.5%	30.3%
	5 - Very Satisfied	Column N %	29.0%	37.0%	33.7%	33.1%
Total	Count		44	93	347	293
Q1J Satisfaction with home internet service: Reliability of connection	1 - Very Dissatisfied	Column N %	10.3%	5.4%	6.5%	5.1%
	2	Column N %	5.4%	3.3%	12.5%	10.5%
	3	Column N %	36.5%	36.6%	31.0%	27.1%
	4	Column N %	31.5%	34.1%	32.8%	40.4%
	5 - Very Satisfied	Column N %	16.7%	20.1%	16.8%	16.9%
Total	Count		44	93	347	293
Q1K Satisfaction with home internet service: Price of services	1 - Very Dissatisfied	Column N %	35.0%	19.0%	29.2%	23.2%
	2	Column N %	22.0%	31.1%	29.3%	20.7%
	3	Column N %	14.0%	33.1%	24.7%	30.2%
	4	Column N %	9.8%	14.1%	14.3%	15.0%
	5 - Very Satisfied	Column N %	8.3%	2.8%	4.0%	4.8%
Total	Count		44	93	347	293
Q1L Satisfaction with home internet service: Clarity of bills	1 - Very Dissatisfied	Column N %	12.7%	6.3%	10.1%	8.9%
	2	Column N %	23.0%	19.3%	26.7%	15.0%
	3	Column N %	25.8%	41.4%	31.7%	42.2%
	4	Column N %	15.0%	24.1%	23.3%	27.7%
	5 - Very Satisfied	Column N %	12.0%	10.9%	7.7%	7.7%
Total	Count		44	93	347	293
Q1M Satisfaction with home internet service: Ability to contact provider	1 - Very Dissatisfied	Column N %	10.5%	11.6%	8.1%	5.1%
	2	Column N %	9.9%	11.1%	11.7%	11.5%
	3	Column N %	36.0%	37.3%	45.0%	44.7%
	4	Column N %	33.3%	27.3%	19.8%	26.9%
	5 - Very Satisfied	Column N %	10.3%	12.6%	14.5%	10.7%
Total	Count		41	90	342	289
Q1N Satisfaction with home internet service: Technical support service	1 - Very Dissatisfied	Column N %	17.1%	17.1%	10.9%	8.8%
	2	Column N %	1.9%	7.0%	11.2%	12.2%
	3	Column N %	38.9%	43.5%	44.4%	39.3%
	4	Column N %	26.1%	24.7%	18.3%	30.2%
	5 - Very Satisfied	Column N %	16.0%	7.9%	8.9%	6.9%
Total	Count		41	90	340	289
Q1O Satisfaction with home internet service: Overall customer service	1 - Very Dissatisfied	Column N %	16.0%	15.6%	16.7%	12.6%
	2	Column N %	11.0%	17.0%	18.6%	17.4%
	3	Column N %	32.6%	35.4%	39.8%	38.0%
	4	Column N %	27.0%	25.5%	17.4%	27.4%
	5 - Very Satisfied	Column N %	6.8%	6.4%	8.9%	4.6%
Total	Count		41	90	342	289
Q1P Satisfaction with home internet service: Ability to bundle with cable TV service	1 - Very Dissatisfied	Column N %	16.4%	10.8%	16.0%	13.5%
	2	Column N %	4.9%	1.1%	6.5%	6.3%
	3	Column N %	45.0%	48.8%	51.7%	48.0%
	4	Column N %	26.9%	22.2%	18.0%	18.8%
	5 - Very Satisfied	Column N %	6.8%	14.8%	19.6%	14.4%
Total	Count		41	90	342	289
Q1A Willing to switch to 100 Mbps: \$5 per month	1 - Very Unwilling	Column N %	8.2%	10.4%	7.1%	8.9%
	2	Column N %	5.8%	4.1%	6.7%	6.4%
	3	Column N %	6.7%	13.6%	9.3%	6.4%
	4	Column N %	6.3%	6.4%	7.0%	8.7%
	5 - Very Willing	Column N %	78.3%	65.0%	63.2%	73.0%
Total	Count		42	90	336	281
Q1B Willing to switch to 100 Mbps: \$6 per month	1 - Very Unwilling	Column N %	20.7%	27.5%	14.8%	20.1%
	2	Column N %	2.4%	6.1%	1.7%	3.4%
	3	Column N %	4.3%	15.1%	16.4%	13.2%
	4	Column N %	10.0%	17.0%	27.7%	23.0%
	5 - Very Willing	Column N %	43.6%	31.4%	34.6%	41.9%
Total	Count		39	85	327	276
Q1C Willing to switch to 100 Mbps: \$7 per month	1 - Very Unwilling	Column N %	14.6%	18.8%	26.7%	22.0%
	2	Column N %	1.7%	8.9%	24.5%	11.7%
	3	Column N %	38.9%	21.7%	30.4%	20.4%
	4	Column N %	26.9%	27.4%	27.7%	27.4%
	5 - Very Willing	Column N %	6.2%	13.9%	16.7%	18.0%
Total	Count		37	85	329	272
Q1D Willing to switch to 100 Mbps: \$8 per month	1 - Very Unwilling	Column N %	23.0%	23.0%	14.1%	16.0%
	2	Column N %	7.0%	23.0%	26.3%	18.7%
	3	Column N %	12.7%	13.4%	13.5%	14.6%
	4	Column N %	2.0%	2.0%	3.1%	10.7%
	5 - Very Willing	Column N %	5.0%	5.0%	5.0%	7.0%
Total	Count		37	84	325	270
Q1E Willing to switch to 100 Mbps: \$9 per month	1 - Very Unwilling	Column N %	24.0%	27.1%	16.7%	16.0%
	2	Column N %	11.8%	12.3%	17.0%	15.4%
	3	Column N %	2.7%	5.8%	6.8%	10.1%
	4	Column N %	4.7%	8.0%	8.0%	9.9%
	5 - Very Willing	Column N %	17.7%	34.6%	47.7%	61.3%
Total	Count		36	85	323	271
Q1F Willing to switch to 100 Mbps: \$10 per month	1 - Very Unwilling	Column N %	8.1%	11.1%	11.1%	7.1%
	2	Column N %	0.0%	2.7%	3.0%	2.0%
	3	Column N %	5.9%	9.2%	4.7%	6.2%
	4	Column N %	3.7%	14.1%	14.1%	6.1%
	5 - Very Willing	Column N %	82.3%	71.4%	82.2%	78.3%
Total	Count		43	80	330	276
Q1G Willing to switch to 100 Mbps: \$11 per month	1 - Very Unwilling	Column N %	0.0%	1.1%	2.7%	3.6%
	2	Column N %	0.0%	1.1%	11.0%	4.6%
	3	Column N %	5.2%	11.1%	11.0%	14.3%
	4	Column N %	8.2%	16.4%	19.1%	14.3%
	5 - Very Willing	Column N %	86.2%	69.3%	57.0%	60.9%
Total	Count		36	82	320	268
Q1H Willing to switch to 100 Mbps: \$12 per month	1 - Very Unwilling	Column N %	20.0%	32.4%	21.0%	25.3%
	2	Column N %	5.1%	8.0%	12.0%	6.9%
	3	Column N %	11.0%	22.7%	19.2%	16.5%
	4	Column N %	14.2%	10.2%	16.7%	17.4%
	5 - Very Willing	Column N %	39.5%	26.8%	32.1%	34.0%
Total	Count		37	82	318	270
Q1I Willing to switch to 100 Mbps: \$13 per month	1 - Very Unwilling	Column N %	42.0%	43.8%	36.8%	42.0%
	2	Column N %	4.6%	17.8%	19.1%	13.4%
	3	Column N %	27.2%	17.4%	19.1%	18.4%
	4	Column N %	6.6%	9.4%	11.1%	13.1%
	5 - Very Willing	Column N %	19.6%	11.5%	15.9%	15.1%
Total	Count		36	82	318	269
Q1J Listening to music (streaming)	Never	Column N %	14.9%	11.7%	11.3%	11.3%
	Occasionally	Column N %	28.0%	37.7%	32.1%	39.5%
	Frequently	Column N %	57.1%	50.5%	56.6%	49.2%
Total	Count		41	93	342	291
Q1K Watching movies, video, or TV	Never	Column N %	13.2%	11.2%	5.2%	10.6%
	Occasionally	Column N %	16.0%	18.0%	17.1%	17.7%
	Frequently	Column N %	71.4%	70.7%	77.7%	71.7%
Total	Count		44	92	345	290
Q1L Playing online games	Never	Column N %	10.2%	10.2%	21.4%	20.0%
	Occasionally	Column N %	25.5%	29.0%	26.1%	18.0%
	Frequently	Column N %	64.3%	60.8%	52.5%	62.0%
Total	Count		42	90	342	288
Q1M Making video calls	Never	Column N %	14.2%	46.5%	38.0%	22.5%
	Occasionally	Column N %	23.5%	45.6%	54.3%	55.5%
	Frequently	Column N %	62.3%	7.9%	7.7%	22.0%
Total	Count		44	90	342	289
Q1N Buying products online	Never	Column N %	8.2%	2.8%	1.9%	1.9%
	Occasionally	Column N %	32.0%	19.3%	21.1%	20.9%
	Frequently	Column N %	59.8%	48.7%	71.0%	69.2%
Total	Count		43	91	344	291
Q1O Running a home business	Never	Column N %	63.0%	62.0%	62.0%	61.1%
	Occasionally	Column N %	15.5%	17.0%	17.0%	11.0%
	Frequently	Column N %	20.6%	16.4%	17.2%	21.9%
Total	Count		41	90	343	291
Q1P Reading government info such as service locations or contact info	Never	Column N %	44.4%	30.6%	28.2%	23.5%
	Occasionally	Column N %	44.0%	58.8%	55.5%	50.4%
	Frequently	Column N %	11.6%	10.5%	16.4%	17.8%
Total	Count		42	90	343	288
Q1Q Conducting government transactions such as permits	Never	Column N %	72.8%	54.5%	53.4%	43.0%
	Occasionally	Column N %	19.5%	36.4%	38.8%	49.1%
	Frequently	Column N %	7.6%	8.1%	9.9%	7.9%
Total	Count		43	90	343	289
Q1R Assessing school resources for parents of	Never	Column N %	22.4%	22.7%	31.0%	34.4%
	Occasionally	Column N %	12.2%	13.5%	14.5%	14.7%

Q170 Willing to pay fiber hook-up fee if save \$20 per month on bill:	C	B	B
Q170 Willing to pay fiber hook-up fee if save \$20 per month on bill:			
Q171 Importance of programming features: Local programming			
Q172 Importance of programming features: News programming			
Q173 Importance of programming features: Music channels			
Q174 Importance of programming features: Children's programming			
Q175 Importance of programming features: Movie network channels			
Q176 Importance of programming features: Specialty channels			
Q177 Help provide broadband communications services for local government organizations			
Q178 Help ensure that all residents have access to competitively priced broadband services			
Q179 Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband internet services			
Q180 Build a public-financed network on which competing private sector companies can offer competitive internet, phone, and cable broadband services			
Q181 The competitive market currently offers high-speed internet access at prices that my family can afford			
Q182 The availability of competitively priced high-speed and/or wireless internet access is a factor I would consider when choosing internet service			
Q183 High-speed internet access is (or is quickly becoming) as essential as water and electricity			
Q184 Find it more efficient if businesses and my household had high-speed internet access to purchase products and conduct other business			

Results are based on two-sided tests assuming equal variances with significance level .05. For each significant pair, the key of the test is an indicator of which response choice was chosen more often by the respondent.

N = Cell counts in some tables are not integers. They were rounded to the nearest integer before performing statistical comparisons.

school-aged children)	Frequently	Column N %	15.4%	13.8%	12.5%	20.4%
	Total	Count	41	36	323	265
Q54 Streaming services	Q54 1 Netflix	Column N %	85.0%	85.3%	72.2%	70.3%
Accessed Via Home	Q54 2 Hulu	Column N %	26.6%	22.6%	32.2%	33.8%
Internet Connection	Q54 3 Amazon	Column N %	46.3%	38.3%	54.4%	52.7%
	Q54 4 YouTube	Column N %	77.0%	75.3%	81.3%	73.3%
	Q54 5 Other	Column N %	8.7%	16.1%	23.2%	21.1%
	Q54 No response/home selected	Column N %	16.7%	13.6%	8.2%	10.4%
	Total	Count	44	36	313	300
Q55 I can choose from multiple internet providers	1 - Not at all important	Column N %	3.8%	2.8%	3.2%	5.5%
	2	Column N %	2.4%	4.0%	1.2%	5.7%
	3	Column N %	6.7%	21.8%	29.3%	17.7%
	4	Column N %	33.5%	28.5%	29.6%	27.5%
	5 - Very important	Column N %	53.2%	43.0%	45.4%	41.1%
	Total	Count	41	35	344	285
Q56 I can buy service with very high speeds (100-1000 times DSL or cable speeds)	1 - Not at all important	Column N %	3.0%	2.1%	1.8%	5.7%
	2	Column N %	0.0%	3.0%	1.0%	3.9%
	3	Column N %	24.4%	13.0%	16.5%	12.0%
	4	Column N %	21.0%	30.1%	27.6%	30.4%
	5 - Very important	Column N %	51.6%	51.7%	50.4%	47.2%
	Total	Count	43	35	345	291
Q57 I can pay for internet service based on usage (amount of data)	1 - Not at all important	Column N %	20.2%	21.4%	23.0%	23.0%
	2	Column N %	15.0%	6.4%	18.2%	16.4%
	3	Column N %	23.3%	30.1%	29.4%	25.9%
	4	Column N %	19.4%	16.4%	14.0%	21.8%
	5 - Very important	Column N %	22.1%	25.7%	15.4%	13.0%
	Total	Count	42	35	343	290
Q58 My service provider does not place 'caps' on my total data use	1 - Not at all important	Column N %	1.5%	1.4%	1.0%	1.9%
	2	Column N %	1.5%	1.4%	1.3%	1.8%
	3	Column N %	14.2%	9.9%	10.2%	8.9%
	4	Column N %	20.4%	13.6%	23.4%	28.8%
	5 - Very important	Column N %	62.3%	73.5%	65.3%	56.6%
	Total	Count	42	30	344	289
Q59 I can use my home internet connection to support a home business	1 - Not at all important	Column N %	26.1%	27.1%	36.1%	34.0%
	2	Column N %	6.0%	11.1%	14.3%	13.9%
	3	Column N %	28.0%	16.7%	14.4%	15.1%
	4	Column N %	11.3%	13.2%	11.0%	10.2%
	5 - Very important	Column N %	28.6%	31.1%	24.2%	26.6%
	Total	Count	42	30	343	291
Q60 I can use my home internet connection to telework part-time for a local job	1 - Not at all important	Column N %	41.7%	22.6%	20.2%	17.0%
	2	Column N %	9.6%	15.5%	4.3%	6.1%
	3	Column N %	8.2%	21.7%	17.6%	16.5%
	4	Column N %	15.0%	9.9%	16.3%	21.2%
	5 - Very important	Column N %	30.2%	30.4%	37.4%	37.3%
	Total	Count	42	30	344	289
Q61 I can use my home internet connection to telework full-time for a distant job	1 - Not at all important	Column N %	42.6%	33.7%	38.3%	34.2%
	2	Column N %	10.0%	14.7%	14.2%	14.5%
	3	Column N %	6.0%	24.5%	16.4%	13.0%
	4	Column N %	17.9%	9.5%	9.8%	9.9%
	5 - Very important	Column N %	23.0%	17.7%	18.0%	24.4%
	Total	Count	42	30	342	286
Q62 Willing to pay fiber hook-up fee \$0	1 - Very Unwilling	Column N %	6.2%	4.9%	8%	4%
	2	Column N %	2.8%	2.5%	4%	0.0%
	3	Column N %	2.3%	7%	0%	7%
	4	Column N %	89.2%	91.6%	96.3%	93.3%
	Total	Count	42	30	342	285
Q63 Willing to pay fiber hook-up fee \$100	1 - Very Unwilling	Column N %	13.8%	13.6%	3.7%	5.2%
	2	Column N %	0.0%	0.0%	0.0%	0.0%
	3	Column N %	85.7%	84.8%	57.3%	45.3%
	4	Column N %	18.0%	26.0%	20.4%	19.2%
	5 - Very Willing	Column N %	16.5%	17.0%	34.3%	36.5%
	Total	Count	40	37	342	284
Q64 Willing to pay fiber hook-up fee \$200	1 - Very Unwilling	Column N %	44.8%	39.9%	29.2%	24.6%
	2	Column N %	17.8%	14.1%	14.9%	14.1%
	3	Column N %	18.5%	24.6%	25.7%	23.3%
	4	Column N %	13.8%	9.9%	13.1%	17.3%
	5 - Very Willing	Column N %	5.9%	11.1%	17.1%	20.7%
	Total	Count	37	37	338	285
Q65 Willing to pay fiber hook-up fee \$500	1 - Very Unwilling	Column N %	67.7%	71.1%	60.3%	55.9%
	2	Column N %	13.7%	10.0%	10.3%	12.2%
	3	Column N %	15.9%	8.4%	13.7%	15.3%
	4	Column N %	0.0%	1.5%	3.4%	3.4%
	5 - Very Willing	Column N %	2.8%	0.0%	1.3%	7.2%
	Total	Count	37	37	339	284
Q66 Willing to pay fiber hook-up fee \$1,000	1 - Very Unwilling	Column N %	80.1%	84.7%	88.2%	86.3%
	2	Column N %	6.4%	3.0%	3.9%	4.7%
	3	Column N %	1.7%	0.0%	0.0%	0%
	4	Column N %	0.0%	0%	0%	1.3%
	5 - Very Willing	Column N %	2.9%	1.3%	1.8%	1.8%
	Total	Count	37	37	335	284
Q67 Willing to pay fiber hook-up fee \$1,500 per month on bill \$0	1 - Very Unwilling	Column N %	4.4%	2.2%	1.1%	1.3%
	2	Column N %	1.5%	0.0%	0.0%	0.0%
	3	Column N %	1.5%	2.9%	4%	0.0%
	4	Column N %	2.2%	2.5%	1.4%	1.3%
	5 - Very Willing	Column N %	90.5%	92.4%	97.0%	97.4%
	Total	Count	43	39	340	286
Q68 Willing to pay fiber hook-up fee \$1,500 per month on bill \$100	1 - Very Unwilling	Column N %	8.5%	7.7%	2.8%	2.7%
	2	Column N %	2.9%	6.0%	1.5%	1.9%
	3	Column N %	19.2%	12.1%	7.2%	7.1%
	4	Column N %	18.3%	23.1%	19.4%	18.4%
	5 - Very Willing	Column N %	51.6%	51.1%	60.0%	60.6%
	Total	Count	38	35	342	290
Q69 Willing to pay fiber hook-up fee \$1,500 per month on bill \$200	1 - Very Unwilling	Column N %	42.9%	28.7%	34.3%	35.5%
	2	Column N %	7.8%	8.6%	11.5%	12.9%
	3	Column N %	18.3%	29.3%	20.3%	14.9%
	4	Column N %	20.2%	18.0%	17.8%	21.2%
	5 - Very Willing	Column N %	12.0%	14.5%	14.3%	15.5%
	Total	Count	37	37	339	285
Q70 Willing to pay fiber hook-up fee \$1,500 per month on bill \$500	1 - Very Unwilling	Column N %	60.0%	60.0%	47.1%	44.4%
	2	Column N %	17.2%	23.0%	18.7%	17.1%
	3	Column N %	4.7%	8.6%	18.1%	21.5%
	4	Column N %	4.3%	5.8%	7.0%	6.0%
	5 - Very Willing	Column N %	7.9%	8%	12.2%	6.1%
	Total	Count	37	36	338	283
Q71 Willing to pay fiber hook-up fee \$1,000 per month on bill \$1,000	1 - Very Unwilling	Column N %	90.7%	87.5%	86.0%	78.9%
	2	Column N %	0.0%	8.0%	1.7%	12.1%
	3	Column N %	0.0%	1.2%	5.7%	6.2%
	4	Column N %	1.8%	0.0%	1.2%	1.8%
	5 - Very Willing	Column N %	7.9%	2.2%	1.2%	1.0%
	Total	Count	37	37	333	282
Q72 Do you purchase cable or satellite television service at home?	Yes, I do	Column N %	44.8%	56.5%	51.2%	47.3%
	Yes, satellite	Column N %	12.3%	8.1%	5.5%	5.4%
	No	Column N %	42.9%	35.3%	43.0%	47.1%
	Health club and satellite	Column N %	0.0%	0.0%	0%	0%
	Total	Count	47	104	412	301
Q73A Importance of programming features: Local programming	1 - Not at all important	Column N %	0.0%	5.6%	2.7%	2.2%
	2	Column N %	2.4%	8.3%	4.8%	5.1%
	3	Column N %	6.7%	17.3%	15.1%	11.0%
	4	Column N %	22.8%	20.7%	17.3%	15.8%
	5 - Very important	Column N %	68.6%	48.1%	55.1%	65.9%
	Total	Count	26	67	302	157
Q73B Importance of programming features: News programming	1 - Not at all important	Column N %	0.0%	7.0%	7.7%	7.6%
	2	Column N %	0.0%	6.8%	1.2%	11.9%
	3	Column N %	12.0%	12.1%	23.7%	14.5%
	4	Column N %	21.1%	28.2%	16.2%	20.1%
	5 - Very important	Column N %	66.8%	46.4%	49.2%	45.9%
	Total	Count	27	67	302	157
Q73C Importance of programming features: Music channels	1 - Not at all important	Column N %	22.4%	27.0%	40.8%	49.5%
	2	Column N %	14.8%	25.1%	20.8%	23.0%
	3	Column N %	27.4%	31.2%	18.5%	24.4%
	4	Column N %	20.9%	6.2%	7.1%	4.9%
	5 - Very important	Column N %	14.5%	9.0%	12.8%	13.1%
	Total	Count	25	66	199	153
Q73D Importance of programming features: Children's programming	1 - Not at all important	Column N %	60.1%	58.4%	56.7%	52.0%
	2	Column N %	7.1%	13.1%	20.7%	21.9%
	3	Column N %	12.0%	10.7%	14.5%	14.6%
	4	Column N %	6.5%	7.5%	12.0%	2.0%
	5 - Very important	Column N %	14.3%	4.4%	6.2%	6.9%
	Total	Count	25	67	199	155
Q73E Importance of programming features: Sports programming	1 - Not at all important	Column N %	10.8%	23.3%	17.5%	19.9%
	2	Column N %	12.4%	7.2%	6.0%	7.2%
	3	Column N %	4.9%	15.1%	12.8%	12.4%
	4	Column N %	22.1%	17.8%	17.8%	19.0%
	5 - Very important	Column N %	49.8%	36.5%	43.8%	40.9%
	Total	Count	26	66	201	156
Q73F Importance of programming features: Movie network channels	1 - Not at all important	Column N %	8.9%	11.4%	14.4%	18.1%
	2	Column N %	0.0%	7.1%	15.5%	12.0%
	3	Column N %	17.5%	17.3%	20.1%	23.0%
	4	Column N %	26.9%	28.6%	34.9%	24.4%
	5 - Very important	Column N %	44.7%	35.5%	31.2%	22.4%
	Total	Count	26	67	300	156
Q73G Importance of programming features: Specialty channels	1 - Not at all important	Column N %	28.0%	10.5%	14.1%	20.1%
	2	Column N %	5.2%	3.9%	3.3%	10.1%
	3	Column N %	26.3%	26.8%	25.4%	29.1%
	4	Column N %	38.4%	24.0%	23.0%	23.9%
	5 - Very important	Column N %	27.3%	34.1%	28.5%	18.8%
	Total	Count	25	66	198	155
Q74 Approximately how much do you pay PER MONTH for cable or satellite television service?	Less than \$10	Column N %	2.5%	2.3%	3.2%	0.0%
	\$11 to \$20	Column N %	1.7%	7.6%	7.1%	10.8%
	\$21 to \$30	Column N %	7.3%	4.0%	6.7%	8.5%
	\$31 to \$40	Column N %	0.0%	6.0%	4.7%	1.0%
	\$41 to \$50	Column N %	15.0%	4.5%	2.0%	0.0%
	\$51 to \$60	Column N %	10.1%	5.7%	8.4%	13.4%
	\$61 to \$70	Column N %	8.7%	17.9%	15.7%	11.7%
	More than \$70	Column N %	50.7%	51.1%	46.5%	43.2%
	Total	Count	26	66	192	154
Q75 Type of Telephone Service Available	Q75 1 Fixed-line (landline) from telephone company	Column N %	26.1%	22.2%	14.0%	10.0%
	Q75 2 Fixed from my cable provider	Column N %	23.0%	23.3%	9.8%	22.6%
	Q75 3 Wireless from AT&T, etc.	Column N %	66.1%	70.1%	77.3%	76.5%
	Q75 4 Do not have any telephone service	Column N %	6.8%	6.8%	4.1%	4.1%
	Q75 5 Other phone service	Column N %	1.3%	0%	3.5%	6.4%
	Q75 No response/home selected	Column N %	2.6%	2.6%	1.5%	1.2%

Question	Response	Count	%	Count	%	Count	%
Q1 Is any member of your family allowed by his/her employer to work from home?	Yes, and our home internet connection enables access to the network	49	104	358	303	55.8%	59.1%
	Yes, but home internet connection is not fast enough for network	5	10	35	30	0.0%	4.4%
	No	58.7%	59.7%	36.2%	30.8%		
Q2 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home	10.7%	21.2%	17.7%	16.9%		
	Someone in my family would like to telework from home AND someone in my family would like to telework	60.3%	55.1%	38.8%	37.6%		
	None	0.0%	1.3%	1%	0.9%		
Q3 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?	Yes, I've already have a home-based business	17.5%	18.6%	22.4%	20.8%		
	Yes, I've plan to start one in next three years	10.1%	11.1%	13.4%	12.5%		
	No	72.5%	70.3%	64.2%	60.7%		
Q4 How IMPORTANT is high speed internet connection for your existing or potential home-based business?	Very important	95.1%	68.5%	81.2%	77.7%		
	Somewhat important	0.0%	0.0%	1.8%	1.6%		
	Not at all important	0.0%	0.0%	1.6%	1.5%		
Q5 How important are communications services for local nonprofits organizations?	1 - Strongly Disagree	4.9%	7.3%	9.2%	8.7%		
	2	10.9%	7.1%	6.7%	6.3%		
	3	26.6%	27.8%	27.1%	26.6%		
Q6B Help ensure that residents have access to competitively priced broadband internet services	1 - Strongly Disagree	4.9%	3.1%	3.2%	3.0%		
	2	14.4%	9.9%	14.4%	13.6%		
	3	8.0%	11.9%	9.0%	8.5%		
Q6C Help ensure that school-aged students, parents, and teachers have access to competitively priced broadband internet services	1 - Strongly Disagree	4.9%	7.7%	4.2%	3.9%		
	2	10.9%	6.0%	13.1%	12.3%		
	3	15.3%	10.4%	13.4%	12.9%		
Q7A Build a publicly-financed network on which competing private sector companies can offer competitive internet, phone, and cable television services	1 - Strongly Disagree	2.3%	6.4%	5.8%	5.6%		
	2	14.9%	7.0%	6.1%	5.8%		
	3	21.5%	24.5%	23.5%	22.6%		
Q7B The availability of high speed internet access is a factor I would consider when choosing where to live	1 - Strongly Disagree	10.7%	13.1%	13.6%	12.7%		
	2	14.7%	14.1%	15.5%	14.7%		
	3	25.0%	24.4%	24.4%	23.7%		
Q7C High-speed internet access is (or is quickly becoming) an essential service in water and electricity	1 - Strongly Disagree	4.9%	2.8%	3.8%	3.7%		
	2	16.5%	24.0%	21.2%	20.4%		
	3	75.6%	48.9%	65.0%	60.7%		
Q7D I find it more efficient if businesses and my household have high speed internet access to purchase products and conduct other transactions	1 - Strongly Disagree	4.9%	4.2%	1.4%	1.3%		
	2	14.7%	14.0%	11.8%	11.4%		
	3	25.0%	24.4%	24.4%	23.7%		
Q8 What do you think the MAJOR role for the Seattle city government should be with respect to broadband access?	In the public network	10.3%	16.5%	11.9%	13.3%		
	Encourage private firm to build a fiber network	7.9%	10.4%	4.3%	4.8%		
	Don't know	24.5%	13.9%	13.7%	13.9%		
Q9 Other than cellular/mobile wireless, what is your main reason for not purchasing home internet service?	Cost	60.7%	42.1%	44.3%	41.4%		
	Not needed	33.61%					
	Other	3.7%					
Q10 How would you describe the speed of your home internet connection?	Very fast	16,410					
	Fast	17,777					
	Slow	1,904					
Q11 Importance of home internet service: Reliability of connection	Very important	22,997					
	Important	17,777					
	Not important	1,904					
Q12 Importance of home internet service: Price of services	Very important	19,961					
	Important	17,777					
	Not important	1,904					
Q13 Importance of home internet service: Clarity of bills	Very important	11,837					
	Important	17,777					
	Not important	1,904					
Q14 Importance of home internet service: Ability to contact provider	Very important	11,837					
	Important	17,777					
	Not important	1,904					
Q15 Importance of home internet service: Overall customer service	Very important	11,837					
	Important	17,777					
	Not important	1,904					
Q16 Satisfaction with home internet service: Speed of connection	Very satisfied	16,809					
	Satisfied	17,777					
	Not satisfied	1,904					
Q17 Satisfaction with home internet service: Reliability of connection	Very satisfied	16,809					
	Satisfied	17,777					
	Not satisfied	1,904					
Q18 Satisfaction with home internet service: Price of services	Very satisfied	11,837					
	Satisfied	17,777					
	Not satisfied	1,904					
Q19 Satisfaction with home internet service: Clarity of bills	Very satisfied	11,837					
	Satisfied	17,777					
	Not satisfied	1,904					
Q20 Satisfaction with home internet service: Ability to contact provider	Very satisfied	11,837					
	Satisfied	17,777					
	Not satisfied	1,904					
Q21 Satisfaction with home internet service: Technical support service	Very satisfied	11,837					
	Satisfied	17,777					
	Not satisfied	1,904					

Pearson Chi-Square Tests

Question	Chi-square	df	p-value	Category
Q1 Services Purchase for Household	48.956	2	<.001	High speed internet
Q2 Are any of these services obtained from the same provider?	5.047	6	<.001	High speed internet
Q3 Importance of services: Internet connection (any speed)	41.979	4	<.001	High speed internet
Q3B Importance of services: High-speed internet connection	22.602	4	<.001	High speed internet
Q3C Importance of services: Basic cable television service	16.575	4	<.001	High speed internet
Q3D Importance of services: Premium cable television service	19.466	4	<.001	High speed internet
Q3E Importance of services: Fixed (land-line) telephone service	27.468	4	<.001	High speed internet
Q3F Importance of services: Cellular/mobile telephone service	21.855	4	<.001	High speed internet
Q4 Non-Dial-Up Internet Services Available	63.884	2	<.001	High speed internet
Q5 Other than cellular/mobile wireless, what is your primary reason for not purchasing home internet service?	7.376	3	<.001	High speed internet
Q7 Approximately how much does your family pay PER MONTH for your home internet connection?	33.611	2	<.001	High speed internet
Q8 How would you describe the speed of your home internet connection?	17.777	2	<.001	High speed internet
Q11 Importance of home internet service: Reliability of connection	19.961	2	<.001	High speed internet
Q12 Importance of home internet service: Price of services	17.777	2	<.001	High speed internet
Q13 Importance of home internet service: Clarity of bills	11.837	2	<.001	High speed internet
Q14 Importance of home internet service: Ability to contact provider	11.837	2	<.001	High speed internet
Q15 Importance of home internet service: Overall customer service	11.837	2	<.001	High speed internet
Q16 Satisfaction with home internet service: Speed of connection	16.809	2	<.001	High speed internet
Q17 Satisfaction with home internet service: Reliability of connection	16.809	2	<.001	High speed internet
Q18 Satisfaction with home internet service: Price of services	11.837	2	<.001	High speed internet
Q19 Satisfaction with home internet service: Clarity of bills	11.837	2	<.001	High speed internet
Q20 Satisfaction with home internet service: Ability to contact provider	11.837	2	<.001	High speed internet
Q21 Satisfaction with home internet service: Technical support service	11.837	2	<.001	High speed internet

high-speed internet	Sig.	117
Q276 The availability of competitively priced high speed and/or wireless	Chi-square	10.064
Q277 high-speed internet access is for a quality becoming an essential	Chi-square	20.143
Q278 I don't know which service purchase	Sig.	12
Q279 efficient if businesses and my household have high	Chi-square	16.087
Q280 What do you think the MAIN role for the Seattle city government	Sig.	12
Results are based on responses from 1000 respondents in each investment subtable.		

* The Chi-square statistic is significant at the .05 level.
 † More than 20% of calls in this subtable have expected cell counts less than 5. Chi-square results may be invalid.
 ‡ The relation expected cell count in this subtable has less than five. Chi-square results may be invalid.
 § Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the computation of

Comparisons of Column Proportions^{4,5}

		Q276 Which category best describes your highest			
		HS or less (A)	Two-year college or associate (B)	Four-year college degree (C)	Graduate degree (D)
Q276 Services Purchase for Household	Q1_1 Internet service			A	B
	Q1_2 Cable or satellite television				
	Q1_3 Fixed (land-line) telephone service				
	Q1_4 Cellular/mobile telephone service			A	
	Q1_5 Don't know which service purchased				
	Q1_6 None (no services purchased)				
	Q1_7 No response/home selected				
Q277 Are any of these services obtained from the same provider (bundled)?	All services are obtained through separate providers				
	Some services are bundled, some are not				
Q278 Q280 Importance of services: Internet connection (any speed)	1 - Not at All Important			C	
	2				
	3				
	4				
	5 - Very Important			B	B
Q281 Importance of services: High-speed internet connection	1 - Not at All Important				
	2				
	3			D	
	4				
	5 - Very Important				
Q282 Importance of services: Basic cable television service	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important				
Q283 Importance of services: Premium cable television service	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important				
Q284 Importance of services: Fixed (land-line) telephone service	1 - Not at All Important				C
	2				
	3				
	4				
	5 - Very Important				
Q285 Importance of services: Cellular/mobile telephone service	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important				
Q286 Non-Bundled Internet Services Available	Q2_1 Digital Subscriber Line (DSL)			B	
	Q2_2 Cable modem			B	
	Q2_3 Satellite				
	Q2_4 Fixed wireless				
	Q2_5 Cellular/mobile wireless				
	Q2_6 Condo or Apartment Association Internet				
	Q2_7 Don't know which internet services are available			C	
	Q2_8 None (no internet service available)				
	Q2_9 No response/home selected				
Q287 Other than cellular/mobile wireless, what is your primary home internet service?	No home internet service			C	
	Telephone line - dial-up			D	
	Digital Subscriber Line (DSL)				
	Cable modem				
	Satellite				
	Fixed Wireless				
	Condo or Apartment Association Internet				
	Other				
Q288 What is your main reason for not purchasing home internet service?	We have internet-enabled devices				
	My family does not have a need for the internet				
	We get internet access at another location				
	Costs are too expensive				
	Cellular/mobile data service meets our needs				
Q289 Approximately how much does your family pay PER MONTH for your home internet service?	Free				
	\$1 to \$20				
	\$21 to \$30				
	\$31 to \$40				
	\$41 to \$50				
	\$51 to \$60				
	\$61 to \$70				
	More than \$70				
Q290 How would you describe the speed of your home internet connection?	Very slow				
	Slow				
	Medium				
	Fast				
	Very Fast				
Q291 Importance of home internet service: Speed of connection	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important				
Q292 Importance of home internet service: Reliability of connection	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important				
Q293 Importance of home internet service: Price of services	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important			D	
Q294 Importance of home internet service: Clarity of bills	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important			C	
Q295 Importance of home internet service: Ability to contact provider	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important			C	
Q296 Importance of home internet service: Technical support service	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important			C	B
Q297 Importance of home internet service: Overall customer service	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important			C	B
Q298 Importance of home internet service: Ability "bundle" with cable TV service	1 - Not at All Important				
	2				
	3				
	4				
	5 - Very Important			C	
Q299 Satisfaction with home internet service: Speed of connection	1 - Very Dissatisfied				B
	2				B
	3				
	4				
	5 - Very Satisfied				
Q300 Satisfaction with home internet service: Reliability of connection	1 - Very Dissatisfied				
	2				
	3				
	4				
	5 - Very Satisfied				
Q301 Satisfaction with home internet service: Price of services	1 - Very Dissatisfied				
	2				
	3				
	4				
	5 - Very Satisfied				
Q302 Satisfaction with home internet service: Clarity of bills	1 - Very Dissatisfied				
	2				
	3				
	4				
	5 - Very Satisfied				
Q303 Satisfaction with home internet service: Ability to contact provider	1 - Very Dissatisfied				
	2				
	3				
	4				
	5 - Very Satisfied				

5 - Very Satisfied				
Q10F Satisfaction with home internet service	1 - Very Dissatisfied		A	
Technical support service	2			C
3				
4				
5 - Very Satisfied				
Q10G Satisfaction with home internet service	1 - Very Dissatisfied			
Overall customer service	2			
3				
4				C
5				
5 - Very Satisfied				
Q10H Satisfaction with home internet service	1 - Very Dissatisfied			
Ability to 'buddy' with cable TV service	2			
3				
4				
5				
5 - Very Satisfied				
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling	C		
2				
3				
4				
5 - Very Willing				
5 - Very Satisfied				
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling			
2				
3				
4			D	C
5				
5 - Very Willing				
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling			
2				D
3				
4				
5 - Very Willing				
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q11F Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling	C	C	
2				
3				D
4				
5 - Very Willing				
Q11G Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q11H Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q11I Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q12A Listening to music (streaming)	Never			
Occasionally				
Frequently				
Q12B Watching movies, videos, or TV	Never			
Occasionally				
Frequently				
Q12C Playing online games	Never			
Occasionally				
Frequently				
Q12E Making video calls	Never	CD	CD	A
Occasionally				A
Frequently				B
Q12F Buying products online	Never			
Occasionally		CD		
Frequently			B	B
Q12G Running a home business	Never			
Occasionally				
Frequently				
Q12H Receiving government info such as service locations or government transactions such as permits	Never			
Occasionally				
Frequently				
Q12I Accessing school resources (for parents of school-aged children)	Never			
Occasionally				
Frequently				
Q14 Streaming services	Q14_1 Netflix			
Accessed Via Home	Q14_2 Hulu			
Internet Connection	Q14_3 Amazon			
	Q14_4 YouTube			
	Q14_5 Other			
Q14R No response/home selected				
Q15A Can choose from multiple internet providers	1 - Not at all important			C
2				
3				
4				
5 - Very Important				
Q15B Can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all important			
2				
3				
4				
5 - Very Important				
Q15C Can pay for internet service based on usage (amount of data)	1 - Not at all important			B
2				
3				
4				
5 - Very Important				D
Q15D No service provider does not place 'caps' on my total data use	1 - Not at all important			
2				
3				
4				B
5 - Very Important				D
Q15E Can use my home internet connection to support a home business	1 - Not at all important			
2				
3				
4				
5 - Very Important				
Q15F Can use my home internet connection to telework part-time for a local job	1 - Not at all important	CD		
2			C	
3				
4				
5 - Very Important				
Q15G Can use my home internet connection to telework full-time for a distant job	1 - Not at all important			
2				
3				
4				
5 - Very Important				
Q15H Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling	CD	D	A
2				A
3				
4				
5 - Very Willing				AB
Q15I Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	C	CD	AB
2				
3				
4				
5 - Very Willing				B
Q15J Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling			B
2				
3				
4				
5 - Very Willing				
Q15K Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q15L Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling			
2				
3				
4				
5 - Very Willing				
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling	CD	D	B
2				B
3				
4				

	5 - Very willing	4	3	2	1 - Not at all important	A	B	A B
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	5 - Very willing	4	3	2	1 - Very unwilling			
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	5 - Very willing	4	3	2	1 - Very unwilling			
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	Yes, satellite	Both cable and satellite	Neither	None			
Q18A Importance of programming features: Local programming	5 - Very important	4	3	2	1 - Not at all important			
Q18B Importance of programming features: News programming	5 - Very important	4	3	2	1 - Not at all important			
Q18C Importance of programming features: Music channels	5 - Very important	4	3	2	1 - Not at all important			
Q18D Importance of programming features: Children's programming	5 - Very important	4	3	2	1 - Not at all important			
Q18E Importance of programming features: Sports programming	5 - Very important	4	3	2	1 - Not at all important			
Q18F Importance of programming features: Movie network channels	5 - Very important	4	3	2	1 - Not at all important			
Q18G Importance of programming features: Specialty channels	5 - Very important	4	3	2	1 - Not at all important			
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free	\$1 to \$20	\$21 to \$30	\$31 to \$40	\$41 to \$50	\$51 to \$60	\$61 to \$70	
Q21 Type of Telephone Service Available	Q21_1 Fixed (landline)	Q21_2 Fixed from my cable provider	Q21_3 Wireless from T-Mobile	Q21_4 Do not have any telephone service	Q21_5 Other phone service	Q21_6 None of these		
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home internet connection enables it	Yes, but home internet connection is not fast enough for telework	Not sure	NO	Someone in my family already does telework from home	Someone in my family would like to telework		
Q23 Are you or any member of your household currently telecommuting or interested in telework opportunities?	NO	Someone in my family already does telework from home AND Someone in my family would like to telework						
Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?	Yes, I've already started a home-based business	Yes, I've plan to start one in next three years	NO					
Q25 How IMPORTANT is a high-speed internet connection for your broadband	Very important	1 - Strongly Disagree	2.0	3.0	4.0	5 - Strongly Agree		
Q26A help provide communications services for local nonprofit organizations	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q26B help ensure that all residents have access to competitively priced broadband internet services	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q26C help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband internet services	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q26D build a publicly-financed network on which competing private sector companies can offer competitive services, ahead of Q27A	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q27A The competitive market currently offers high-speed internet access at prices that my family can afford	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q27B The availability of competitively priced high-speed internet services I would consider when choosing where to live	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q27C high-speed internet access is (or is quickly becoming) an essential service as water and electricity	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q27D find it more efficient if businesses and my household have high-speed internet access to purchase products and services	5 - Strongly Agree	4.0	3.0	2.0	1 - Strongly Disagree			
Q28 What do you think the MAJORITY role for the Seattle city government should be with respect to broadband access?	Encourage a private firm to build a fiber network	NO role	DON'T know	Other (multiple choice)	Install state-of-the-art network and offer services to the public	Competing private companies to offer services to the public		

Results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller column.
 a. This category is not used in comparisons because its column proportion is equal to zero.
 b. Tests are adjusted for pairwise comparisons within a row of each instrument table using the Bonferroni correction.
 c. Cell counts of some categories are not shown. They were rounded to the nearest integer before performing column proportion tests.

Crosstabulations by Q33 Own/Rent Home

		Q33 Do you own or			
		Own	Rent		
SQ1 Services Purchase for Household	Q1_1 Internet service	Column N %	96.4%	94.7%	
	Q1_2 Cable or satellite television	Column N %	64.3%	39.9%	
	Q1_3 Fixed (land-line) telephone service	Column N %	48.6%	14.9%	
	Q1_4 Cellular/mobile telephone service	Column N %	90.4%	87.1%	
	Q1_5 Don't know which services purchase	Column N %	1%	6%	
	Q1_6 None (no services purchased)	Column N %	4%	2%	
	Q1x No response/none selected	Column N %	1.0%	6%	
	Total	Count	518	296	
	Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled	Column N %	10.3%	8.0%
		All services are obtained through separate providers	Column N %	29.3%	55.6%
Some services are bundled, some are sold separately		Column N %	60.4%	36.4%	
Total		Count	501	286	
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important	Column N %	2.7%	2.6%	
	2	Column N %	.3%	0.0%	
	3	Column N %	4.6%	5.2%	
	4	Column N %	7.4%	10.7%	
	5 - Very important	Column N %	84.9%	81.5%	
	Total	Count	507	291	
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important	Column N %	3.4%	3.8%	
	2	Column N %	3.0%	2.9%	
	3	Column N %	5.8%	8.2%	
	4	Column N %	17.7%	18.9%	
	5 - Very important	Column N %	70.1%	66.2%	
	Total	Count	507	289	
Q3C Importance of services: Basic cable television service	1 - Not at All Important	Column N %	29.7%	41.4%	
	2	Column N %	11.1%	14.8%	
	3	Column N %	17.4%	21.4%	
	4	Column N %	16.7%	8.9%	
	5 - Very important	Column N %	25.1%	13.4%	
	Total	Count	496	293	
Q3D Importance of services: Premium cable television services	1 - Not at All Important	Column N %	43.4%	55.9%	
	2	Column N %	14.0%	18.2%	
	3	Column N %	15.6%	15.9%	
	4	Column N %	14.7%	6.4%	
	5 - Very important	Column N %	12.3%	3.5%	
	Total	Count	497	289	
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important	Column N %	50.0%	76.4%	
	2	Column N %	8.8%	6.0%	
	3	Column N %	16.1%	6.5%	
	4	Column N %	10.3%	5.1%	
	5 - Very Important	Column N %	14.8%	6.1%	
	Total	Count	506	292	
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important	Column N %	1.9%	2.7%	
	2	Column N %	1.6%	2%	
	3	Column N %	4.2%	3.4%	
	4	Column N %	12.0%	9.1%	
	5 - Very Important	Column N %	80.4%	84.6%	
	Total	Count	511	293	
SQ4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)	Column N %	62.4%	51.9%	
	Q4_2 Cable modem	Column N %	86.8%	78.7%	
	Q4_3 Satellite	Column N %	50.8%	37.4%	
	Q4_4 Fixed wireless	Column N %	21.2%	19.8%	
	Q4_5 Cellular/mobile wireless	Column N %	67.0%	57.9%	
	Q4_6 Condo or Apartment Association Internet	Column N %	2.6%	5.4%	
	Q4_7 Don't know which Internet services are available	Column N %	8.7%	15.3%	
	Q4_8 None (no Internet services available)	Column N %	.5%	2.0%	
	Q4x No response/none selected	Column N %	1.5%	1.1%	
	Total	Count	518	296	
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	No home Internet service	Column N %	2.4%	3.2%	
	Telephone line-dial-up	Column N %	.3%	.6%	
	Digital Subscriber Line (DSL)	Column N %	16.2%	16.5%	
	Cable modem	Column N %	71.8%	69.6%	
	Satellite	Column N %	.8%	.2%	
	Fixed Wireless	Column N %	3.7%	5.5%	
	Condo or Apartment Association Internet	Column N %	1.5%	2.8%	
	Other	Column N %	3.4%	1.7%	
	Total	Count	506	287	

Mean Ratings by Q33 Own/Rent Home

	Q33 Do you own or	
	Own	Rent
Q3A Importance of services: Internet connection (any speed)	4.7	4.7
Q3B Importance of services: High-speed Internet connection	4.5	4.4
Q3C Importance of services: Basic cable television service	3.0	2.4
Q3D Importance of services: Premium cable television services	2.4	1.8
Q3E Importance of services: Fixed (land-line) telephone service	2.3	1.6
Q3F Importance of services: Cellular/mobile telephone service	4.7	4.7
Q3A Importance of home Internet service: Speed of connection	4.6	4.6
Q3B Importance of home Internet service: Reliability of connection	4.9	4.9
Q3C Importance of home Internet service: Price of services	4.5	4.5
Q3D Importance of home Internet service: Clarity of bills	3.8	3.8
Q3E Importance of home Internet service: Ability to contact provider	4.0	4.0
Q3F Importance of home Internet service: Technical support service	4.0	3.9
Q3G Importance of home Internet service: Overall customer service	4.2	4.2
Q3H Importance of home Internet service: Ability to 'bundle' with cable TV service	2.2	2.0
Q10A Satisfaction with home Internet service: Speed of connection	3.4	3.5
Q10B Satisfaction with home Internet service: Reliability of connection	3.4	3.5
Q10C Satisfaction with home Internet service: Price of services	2.3	2.7
Q10D Satisfaction with home Internet service: Clarity of bills	3.0	3.2
Q10E Satisfaction with home Internet service: Ability to contact provider	3.1	3.2
Q10F Satisfaction with home Internet service: Technical support service	3.0	3.0
Q10G Satisfaction with home Internet service: Overall customer service	2.8	2.9
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	3.0	3.0
Q11A Willing to switch 100 Mbps: \$55 per month	4.4	4.3
Q11B Willing to switch 100 Mbps: \$65 per month	3.6	3.5
Q11C Willing to switch 100 Mbps: \$75 per month	2.8	2.5
Q11D Willing to switch 100 Mbps: \$85 per month	2.1	1.8
Q11E Willing to switch 100 Mbps: \$95 per month	1.7	1.4
Q12A Willing to switch 1 Gbps: \$55 per month	4.5	4.5
Q12B Willing to switch 1 Gbps: \$65 per month	4.0	4.0
Q12C Willing to switch 1 Gbps: \$75 per month	3.3	3.1
Q12D Willing to switch 1 Gbps: \$85 per month	2.6	2.4
Q12E Willing to switch 1 Gbps: \$95 per month	2.1	1.8
Q15A I can choose from multiple Internet providers	4.0	4.1
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	4.2	4.1
Q15C I can pay for Internet service based on usage (amount of data)	2.9	2.8
Q15D My service provider does not place 'caps' on my total data use	4.4	4.5
Q15E I can use my home Internet connection to support a home business	2.9	2.7
Q15F I can use my home Internet connection to telework part-time for a local job	3.4	3.3
Q15G I can use my home Internet connection to telework full-time for a distant job	2.8	2.6
Q16A Willing to pay fiber hook-up fee: \$0	4.9	4.9
Q16B Willing to pay fiber hook-up fee: \$100	4.2	3.9
Q16C Willing to pay fiber hook-up fee: \$250	2.9	2.5
Q16D Willing to pay fiber hook-up fee: \$500	1.8	1.5
Q16E Willing to pay fiber hook-up fee: \$1,000	1.3	1.1
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	4.9	4.9
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	4.4	4.3
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	3.4	3.2
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	2.1	1.9
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1.4	1.2
Q19A Importance of programming features: Local programming	4.2	3.8
Q19B Importance of programming features: News programming	4.0	3.7
Q19C Importance of programming features: Music channels	2.1	2.2
Q19D Importance of programming features: Children's programming	2.0	1.7
Q19E Importance of programming features: Sports programming	3.6	3.2
Q19F Importance of programming features: Movie network channels	3.4	3.6
Q19G Importance of programming features: Specialty channels	3.3	3.5
Q26A Help provide broadband communications services for local nonprofit organizations	3.7	3.8
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	4.4	4.5
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	4.3	4.3
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	3.9	3.9
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	2.8	2.7
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	3.2	3.4
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	4.3	4.4
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	4.3	4.4

Comparisons of Column Means^{a,b}

Q6 What is your main reason for not purchasing home Internet service?	We have Internet-enabled devices (computer/tablet) in our home	Column N %	0.0%	0.0%
	My family and I have no need for the Internet	Column N %	48.9%	23.8%
	We can get Internet access at another location	Column N %	18.0%	0.0%
	Costs are too expensive	Column N %	21.1%	76.2%
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	Cellular/mobile data service meets our needs	Column N %	12.0%	0.0%
	Total	Count	11	8
	Free	Column N %	1%	2%
	\$1 to \$20	Column N %	1.2%	3.5%
	\$21 to \$30	Column N %	4.3%	2.9%
	\$31 to \$40	Column N %	10.3%	19.8%
	\$41 to \$50	Column N %	13.0%	17.6%
	\$51 to \$60	Column N %	22.1%	18.0%
	\$61 to \$70	Column N %	16.7%	16.3%
	More than \$70	Column N %	32.4%	21.7%
Q8 How would you describe the speed of your home Internet connection?	Total	Count	472	275
	Very slow	Column N %	2.8%	1.9%
	Slow	Column N %	6.8%	10.0%
	Medium	Column N %	45.8%	44.3%
	Fast	Column N %	39.1%	34.9%
Q9A Importance of home Internet service: Speed of connection	Very fast	Column N %	5.4%	8.9%
	Total	Count	489	280
	1 - Not at All Important	Column N %	1%	4%
	2	Column N %	5%	3%
	3	Column N %	5.4%	4.9%
Q9B Importance of home Internet service: Reliability of connection	4	Column N %	24.6%	24.3%
	5 - Very Important	Column N %	69.3%	70.1%
	Total	Count	491	282
	1 - Not at All Important	Column N %	1%	0.0%
	2	Column N %	1%	0.0%
Q9C Importance of home Internet service: Price of services	3	Column N %	5%	2%
	4	Column N %	8.5%	10.2%
	5 - Very Important	Column N %	90.7%	89.6%
	Total	Count	492	281
	1 - Not at All Important	Column N %	4%	2%
Q9D Importance of home Internet service: Clarity of bills	2	Column N %	1.1%	3%
	3	Column N %	9.6%	8.2%
	4	Column N %	28.5%	29.8%
	5 - Very Important	Column N %	60.5%	61.5%
	Total	Count	492	282
Q9E Importance of home Internet service: Overall customer service	1 - Not at All Important	Column N %	3.8%	3.4%
	2	Column N %	11.1%	9.9%
	3	Column N %	24.6%	25.8%
	4	Column N %	26.0%	20.8%
	5 - Very Important	Column N %	34.5%	40.1%
Q9F Importance of home Internet service: Ability to contact provider	Total	Count	491	281
	1 - Not at All Important	Column N %	1.5%	8%
	2	Column N %	7.8%	7.3%
	3	Column N %	22.3%	24.2%
	4	Column N %	26.9%	26.6%
Q9G Importance of home Internet service: Technical support service	5 - Very Important	Column N %	41.5%	41.0%
	Total	Count	491	281
	1 - Not at All Important	Column N %	2.0%	1.8%
	2	Column N %	8.0%	9.0%
	3	Column N %	18.9%	23.5%
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	4	Column N %	28.0%	24.4%
	5 - Very Important	Column N %	43.0%	41.3%
	Total	Count	490	281
	1 - Not at All Important	Column N %	1.3%	8%
	2	Column N %	2.6%	5.5%
Q9I Importance of home Internet service: Price of services	3	Column N %	16.7%	13.8%
	4	Column N %	31.9%	33.8%
	5 - Very Important	Column N %	47.4%	46.1%
	Total	Count	491	281
	1 - Not at All Important	Column N %	45.6%	53.9%
Q9J Importance of home Internet service: Reliability of connection	2	Column N %	14.3%	15.4%
	3	Column N %	20.2%	18.0%
	4	Column N %	10.2%	5.7%
	5 - Very Important	Column N %	9.7%	7.0%
	Total	Count	487	280
Q10A Satisfaction with home Internet service: Speed of	1 - Very Dissatisfied	Column N %	5.0%	5.2%
	2	Column N %	12.7%	14.0%

	Q33 Do you own or rent your home?	
	Own	Rent
	(A)	(B)
Q3A Importance of services: Internet connection (any speed)		
Q3B Importance of services: High-speed Internet connection		
Q3C Importance of services: Basic cable television service	B	
Q3D Importance of services: Premium cable television services	B	
Q3E Importance of services: Fixed (land-line) telephone service	B	
Q3F Importance of services: Cellular/mobile telephone service		
Q9A Importance of home Internet service: Speed of connection		
Q9B Importance of home Internet service: Reliability of connection		
Q9C Importance of home Internet service: Price of services		
Q9D Importance of home Internet service: Clarity of bills		
Q9E Importance of home Internet service: Ability to contact provider		
Q9F Importance of home Internet service: Technical support service		
Q9G Importance of home Internet service: Overall customer service		
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	B	
Q10A Satisfaction with home Internet service: Speed of connection		
Q10B Satisfaction with home Internet service: Reliability of connection		
Q10C Satisfaction with home Internet service: Price of services		A
Q10D Satisfaction with home Internet service: Clarity of bills		
Q10E Satisfaction with home Internet service: Ability to contact provider		
Q10F Satisfaction with home Internet service: Technical support service		
Q10G Satisfaction with home Internet service: Overall customer service		
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service		
Q11A Willing to switch 100 Mbps: \$55 per month		
Q11B Willing to switch 100 Mbps: \$65 per month		
Q11C Willing to switch 100 Mbps: \$75 per month	B	
Q11D Willing to switch 100 Mbps: \$85 per month	B	
Q11E Willing to switch 100 Mbps: \$95 per month	B	
Q12A Willing to switch 1 Gbps: \$55 per month		
Q12B Willing to switch 1 Gbps: \$65 per month		
Q12C Willing to switch 1 Gbps: \$75 per month		
Q12D Willing to switch 1 Gbps: \$85 per month		
Q12E Willing to switch 1 Gbps: \$95 per month	B	
Q15A I can choose from multiple Internet providers		
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)		
Q15C I can pay for Internet service based on usage (amount of data)		
Q15D My service provider does not place 'caps' on my total data use		
Q15E I can use my home Internet connection to support a home business		
Q15F I can use my home Internet connection to telework part-time for a local job		
Q15G I can use my home Internet connection to telework full-time for a distant job		
Q16A Willing to pay fiber hook-up fee: \$0		
Q16B Willing to pay fiber hook-up fee: \$100	B	
Q16C Willing to pay fiber hook-up fee: \$250	B	
Q16D Willing to pay fiber hook-up fee: \$500	B	
Q16E Willing to pay fiber hook-up fee: \$1,000	B	
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0		
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100		
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	B	
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	B	
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	B	
Q19A Importance of programming features: Local programming	B	
Q19B Importance of programming features: News programming		
Q19C Importance of programming features: Music channels		
Q19D Importance of programming features: Children's programming	B	
Q19E Importance of programming features: Sports programming	B	
Q19F Importance of programming features: Movie network channels		
Q19G Importance of programming features: Specialty channels		
Q26A Help provide broadband communications services for local nonprofit organizations		
Q26B Help ensure that all residents have access to competitively priced broadband Internet services		
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services		
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services		
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford		
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live		A
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity		
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions		

Results are based on two-sided tests assuming equal variances with significance level .05. For each significant a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction. b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise

connection	3	Column N %	34.3%	29.4%
	4	Column N %	34.0%	32.7%
	5 - Very Satisfied	Column N %	14.0%	18.6%
	Total	Count	492	279
	1 - Very Dissatisfied	Column N %	6.0%	6.2%
Q10B Satisfaction with home Internet service: Reliability of connection	2	Column N %	10.9%	8.7%
	3	Column N %	31.3%	31.4%
	4	Column N %	35.6%	35.4%
	5 - Very Satisfied	Column N %	16.1%	18.4%
	Total	Count	491	278
Q10C Satisfaction with home Internet service: Price of services	1 - Very Dissatisfied	Column N %	29.8%	21.0%
	2	Column N %	27.8%	23.2%
	3	Column N %	29.1%	28.4%
	4	Column N %	8.7%	23.3%
	5 - Very Satisfied	Column N %	4.6%	4.1%
Total	Count	489	278	
Q10D Satisfaction with home Internet service: Clarity of bills	1 - Very Dissatisfied	Column N %	9.3%	9.1%
	2	Column N %	15.5%	15.9%
	3	Column N %	47.7%	34.3%
	4	Column N %	18.8%	31.1%
	5 - Very Satisfied	Column N %	8.7%	9.6%
Total	Count	485	275	
Q10E Satisfaction with home Internet service: Ability to contact provider	1 - Very Dissatisfied	Column N %	7.5%	7.3%
	2	Column N %	16.0%	15.5%
	3	Column N %	43.8%	40.1%
	4	Column N %	21.9%	26.5%
	5 - Very Satisfied	Column N %	10.8%	10.6%
Total	Count	488	272	
Q10F Satisfaction with home Internet service: Technical support service	1 - Very Dissatisfied	Column N %	10.1%	13.1%
	2	Column N %	15.1%	14.2%
	3	Column N %	44.9%	37.6%
	4	Column N %	21.2%	27.9%
	5 - Very Satisfied	Column N %	8.7%	7.2%
Total	Count	484	271	
Q10G Satisfaction with home Internet service: Overall customer service	1 - Very Dissatisfied	Column N %	14.0%	17.1%
	2	Column N %	19.4%	15.9%
	3	Column N %	40.9%	33.5%
	4	Column N %	19.3%	26.2%
	5 - Very Satisfied	Column N %	6.4%	7.3%
Total	Count	485	274	
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1 - Very Dissatisfied	Column N %	14.8%	14.4%
	2	Column N %	9.0%	3.9%
	3	Column N %	46.4%	55.5%
	4	Column N %	19.3%	20.3%
	5 - Very Satisfied	Column N %	10.5%	5.9%
Total	Count	412	221	
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling	Column N %	9.3%	6.7%
	2	Column N %	2.0%	3.9%
	3	Column N %	6.8%	11.4%
	4	Column N %	7.8%	8.4%
	5 - Very Willing	Column N %	74.0%	69.6%
Total	Count	475	274	
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling	Column N %	18.3%	19.4%
	2	Column N %	4.4%	7.6%
	3	Column N %	13.2%	15.0%
	4	Column N %	24.8%	23.7%
	5 - Very Willing	Column N %	39.3%	34.4%
Total	Count	454	271	
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling	Column N %	28.6%	34.3%
	2	Column N %	11.7%	16.4%
	3	Column N %	27.4%	24.5%
	4	Column N %	13.1%	13.6%
	5 - Very Willing	Column N %	19.2%	11.2%
Total	Count	450	268	
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling	Column N %	43.4%	53.9%
	2	Column N %	25.3%	22.5%
	3	Column N %	13.8%	14.0%
	4	Column N %	8.9%	5.4%
	5 - Very Willing	Column N %	8.6%	4.2%
Total	Count	448	266	
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling	Column N %	65.2%	74.5%
	2	Column N %	16.3%	15.0%
	3	Column N %	8.8%	6.7%
	4	Column N %	3.0%	1.7%
	5 - Very Willing	Column N %	6.7%	2.2%
Total	Count	451	266	
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling	Column N %	7.7%	7.4%
	2	Column N %	2.0%	1.5%
	3	Column N %	5.2%	6.3%
	4	Column N %	5.3%	6.3%
	5 - Very Willing	Column N %	79.8%	78.4%
Total	Count	469	269	
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling	Column N %	15.0%	15.3%
	2	Column N %	3.8%	1.4%
	3	Column N %	6.3%	11.9%
	4	Column N %	17.0%	14.5%
	5 - Very Willing	Column N %	57.9%	56.8%
Total	Count	444	262	
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling	Column N %	23.3%	25.3%
	2	Column N %	7.6%	12.3%
	3	Column N %	19.0%	17.2%
	4	Column N %	16.5%	14.1%
	5 - Very Willing	Column N %	33.4%	31.2%
Total	Count	445	263	
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling	Column N %	37.9%	40.6%
	2	Column N %	14.8%	16.1%
	3	Column N %	18.3%	20.4%
	4	Column N %	11.6%	11.1%

	5 - Very Willing	Column N %	17.4%	11.8%
	Total	Count	443	262
Q12E Willing to switch 1 Gbps \$95 per month	1 - Very Unwilling	Column N %	53.7%	56.9%
	2	Column N %	15.5%	21.6%
	3	Column N %	11.9%	11.9%
	4	Column N %	6.7%	3.8%
	5 - Very Willing	Column N %	12.1%	5.7%
	Total	Count	445	261
Q13A Listening to music (streaming)	Never	Column N %	12.9%	7.8%
	Occasionally	Column N %	37.3%	31.4%
	Frequently	Column N %	49.7%	60.8%
	Total	Count	482	277
Q13B Watching movies, videos, or TV	Never	Column N %	10.5%	5.3%
	Occasionally	Column N %	21.1%	11.0%
	Frequently	Column N %	68.4%	83.7%
	Total	Count	488	280
Q13C Playing online games	Never	Column N %	54.2%	54.4%
	Occasionally	Column N %	23.4%	19.5%
	Frequently	Column N %	22.5%	26.1%
	Total	Count	483	277
Q13E Making video calls	Never	Column N %	31.4%	25.9%
	Occasionally	Column N %	50.3%	54.6%
	Frequently	Column N %	18.3%	19.5%
	Total	Count	484	278
Q13F Buying products online	Never	Column N %	2.2%	2.7%
	Occasionally	Column N %	29.3%	32.1%
	Frequently	Column N %	68.5%	65.1%
	Total	Count	487	278
Q13G Running a home business	Never	Column N %	63.0%	71.1%
	Occasionally	Column N %	15.9%	13.9%
	Frequently	Column N %	21.1%	15.0%
	Total	Count	486	277
Q13H Receiving government info such as service locations or contact info	Never	Column N %	26.3%	29.4%
	Occasionally	Column N %	57.8%	54.8%
	Frequently	Column N %	16.0%	15.8%
	Total	Count	484	277
Q13I Conducting government transactions such as permits	Never	Column N %	49.0%	53.6%
	Occasionally	Column N %	42.5%	36.3%
	Frequently	Column N %	8.5%	10.1%
	Total	Count	486	277
Q13J Accessing school resources (for parents of school-aged children)	Never	Column N %	60.6%	85.1%
	Occasionally	Column N %	19.2%	7.1%
	Frequently	Column N %	20.2%	7.8%
	Total	Count	450	268
\$Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix	Column N %	65.4%	77.3%
	Q14_2 Hulu	Column N %	26.7%	38.3%
	Q14_3 Amazon	Column N %	60.7%	65.2%
	Q14_4 YouTube	Column N %	75.4%	79.6%
	Q14_5 Other	Column N %	18.4%	25.9%
	Q14X No response/none selected	Column N %	12.1%	7.8%
	Total	Count	506	287
Q15A I can choose from multiple Internet providers	1 - Not at all Important	Column N %	3.7%	4.3%
	2	Column N %	5.5%	3.0%
	3	Column N %	18.6%	18.7%
	4	Column N %	28.8%	28.9%
	5 - Very Important	Column N %	43.5%	45.1%
	Total	Count	489	280
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all Important	Column N %	3.3%	3.1%
	2	Column N %	4.2%	3.0%
	3	Column N %	13.3%	17.6%
	4	Column N %	26.4%	32.4%
	5 - Very Important	Column N %	52.8%	43.9%
	Total	Count	491	279
Q15C I can pay for internet service based on usage (amount of data)	1 - Not at all Important	Column N %	21.1%	25.5%
	2	Column N %	17.2%	13.0%
	3	Column N %	26.8%	30.2%
	4	Column N %	17.8%	17.2%
	5 - Very Important	Column N %	17.0%	14.2%
	Total	Count	492	275
Q15D My service provider does not place 'caps' on my total data use	1 - Not at all Important	Column N %	1.9%	.9%
	2	Column N %	2.4%	1.8%
	3	Column N %	11.4%	8.5%
	4	Column N %	22.2%	24.3%
	5 - Very Important	Column N %	62.0%	64.5%
	Total	Count	489	277
Q15E I can use my home Internet connection to support a home business	1 - Not at all Important	Column N %	33.4%	35.0%
	2	Column N %	12.1%	16.0%
	3	Column N %	16.5%	14.2%
	4	Column N %	9.6%	13.8%
	5 - Very Important	Column N %	28.5%	21.0%
	Total	Count	489	278
Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all Important	Column N %	21.3%	20.1%
	2	Column N %	6.3%	12.0%
	3	Column N %	17.7%	15.9%
	4	Column N %	17.0%	19.9%
	5 - Very Important	Column N %	37.8%	32.0%
	Total	Count	490	278
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all Important	Column N %	36.6%	36.4%
	2	Column N %	13.5%	15.3%
	3	Column N %	13.9%	18.8%
	4	Column N %	10.3%	10.1%
	5 - Very Important	Column N %	25.7%	19.4%
	Total	Count	485	277
Q16A Willing to pay fiber hook- up fee: \$0	1 - Very Unwilling	Column N %	1.6%	1.7%
	3	Column N %	.7%	0.0%
	4	Column N %	.9%	1.2%
	5 - Very Willing	Column N %	96.9%	97.1%
	Total	Count	477	279

Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	Column N %	5.4%	7.3%
	2	Column N %	3.8%	7.0%
	3	Column N %	13.4%	20.2%
	4	Column N %	21.5%	18.2%
	5 - Very Willing	Column N %	55.9%	47.4%
	Total	Count	482	277
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling	Column N %	26.9%	35.0%
	2	Column N %	14.9%	14.3%
	3	Column N %	22.7%	25.6%
	4	Column N %	13.8%	15.8%
	5 - Very Willing	Column N %	21.7%	9.3%
	Total	Count	474	274
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling	Column N %	58.5%	63.4%
	2	Column N %	18.4%	22.9%
	3	Column N %	15.4%	11.0%
	4	Column N %	3.9%	1.5%
	5 - Very Willing	Column N %	3.9%	1.2%
	Total	Count	471	275
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling	Column N %	84.9%	94.1%
	2	Column N %	9.5%	2.9%
	3	Column N %	2.1%	1.9%
	4	Column N %	1.2%	.2%
	5 - Very Willing	Column N %	2.3%	.9%
	Total	Count	469	275
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling	Column N %	1.7%	1.4%
	2	Column N %	.1%	0.0%
	3	Column N %	.9%	0.0%
	4	Column N %	1.7%	1.4%
	5 - Very Willing	Column N %	95.4%	97.1%
	Total	Count	480	278
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling	Column N %	3.9%	3.4%
	2	Column N %	2.8%	2.8%
	3	Column N %	7.2%	10.6%
	4	Column N %	18.0%	21.7%
	5 - Very Willing	Column N %	68.0%	61.4%
	Total	Count	479	277
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling	Column N %	18.2%	19.8%
	2	Column N %	9.5%	15.4%
	3	Column N %	19.2%	19.5%
	4	Column N %	18.5%	19.4%
	5 - Very Willing	Column N %	34.7%	25.8%
	Total	Count	474	274
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling	Column N %	47.5%	52.3%
	2	Column N %	17.2%	21.5%
	3	Column N %	16.8%	18.8%
	4	Column N %	10.3%	3.8%
	5 - Very Willing	Column N %	8.1%	3.7%
	Total	Count	470	274
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1 - Very Unwilling	Column N %	77.2%	86.6%
	2	Column N %	10.5%	9.1%
	3	Column N %	7.3%	1.3%
	4	Column N %	2.3%	1.3%
	5 - Very Willing	Column N %	2.8%	1.8%
	Total	Count	466	274
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	Column N %	57.7%	36.9%
	Yes, satellite	Column N %	8.1%	4.2%
	No	Column N %	33.8%	58.9%
	Both cable and satellite	Column N %	.4%	0.0%
	Total	Count	514	291
Q19A Importance of programming features: Local programming	1 - Not at all Important	Column N %	4.2%	7.0%
	2	Column N %	6.4%	15.7%
	3	Column N %	14.3%	11.8%
	4	Column N %	17.8%	17.0%
	5 - Very Important	Column N %	57.3%	48.5%
	Total	Count	341	117
Q19B Importance of programming features: News programming	1 - Not at all Important	Column N %	5.9%	10.3%
	2	Column N %	8.8%	6.6%
	3	Column N %	17.5%	21.0%
	4	Column N %	18.8%	22.2%
	5 - Very Important	Column N %	49.0%	40.0%
	Total	Count	340	118
Q19C Importance of programming features: Music channels	1 - Not at all Important	Column N %	45.0%	35.6%
	2	Column N %	19.6%	27.8%
	3	Column N %	21.7%	23.3%
	4	Column N %	7.9%	4.0%
	5 - Very Important	Column N %	5.8%	9.3%
	Total	Count	331	117
Q19D Importance of programming features: Children's programming	1 - Not at all Important	Column N %	52.7%	63.3%
	2	Column N %	16.2%	14.9%
	3	Column N %	14.3%	11.0%
	4	Column N %	10.1%	8.2%
	5 - Very Important	Column N %	6.8%	2.6%
	Total	Count	333	117
Q19E Importance of programming features: Sports programming	1 - Not at all Important	Column N %	17.0%	27.7%
	2	Column N %	7.4%	10.1%
	3	Column N %	12.7%	11.8%
	4	Column N %	19.8%	15.8%
	5 - Very Important	Column N %	43.1%	34.7%
	Total	Count	336	117
Q19F Importance of programming features: Movie network channels	1 - Not at all Important	Column N %	15.7%	10.8%
	2	Column N %	13.0%	10.1%
	3	Column N %	20.6%	22.0%
	4	Column N %	21.4%	26.6%
	5 - Very Important	Column N %	29.3%	30.5%
	Total	Count	337	117
Q19G Importance of programming features: Specialty channels	1 - Not at all Important	Column N %	14.5%	15.8%
	2	Column N %	11.1%	3.2%
	3	Column N %	28.4%	21.6%

	4	Column N %	20.3%	33.2%
	5 - Very Important	Column N %	25.8%	26.2%
	Total	Count	332	117
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free	Column N %	2.1%	1.5%
	\$1 to \$20	Column N %	6.7%	12.6%
	\$21 to \$30	Column N %	5.6%	10.5%
	\$31 to \$40	Column N %	5.7%	7.6%
	\$41 to \$50	Column N %	7.2%	6.6%
	\$51 to \$60	Column N %	7.9%	16.8%
	\$61 to \$70	Column N %	15.7%	8.7%
	More than \$70	Column N %	49.0%	35.8%
	Total	Count	322	117
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link	Column N %	24.1%	8.5%
	Q21_2 Fixed from my cable provider	Column N %	27.7%	11.4%
	Q21_3 Wireless from AT&T, etc.	Column N %	69.9%	81.1%
	Q21_4 Do not have any telephone service	Column N %	5.0%	6.1%
	Q21_5 Other phone service	Column N %	5.3%	2.7%
	Q21X No response/none selected	Column N %	1.1%	2.4%
	Total	Count	518	296
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home Internet connection enables telework	Column N %	54.4%	53.1%
	Yes, but home Internet connection is not fast enough for telework	Column N %	6.2%	2.3%
	No	Column N %	37.0%	40.9%
	Not sure	Column N %	2.4%	3.7%
	Total	Count	506	289
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home	Column N %	39.9%	37.5%
	Someone in my family would like to telework	Column N %	16.7%	18.4%
	No	Column N %	41.4%	42.7%
	Someone in my family already does telework from home AND Someone in my family would like to telework	Column N %	2.0%	1.5%
	Total	Count	510	291
Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?	Yes, I/we already have a home-based business	Column N %	23.4%	16.9%
	Yes, I/we plan to start one in next three years	Column N %	11.8%	11.3%
	No	Column N %	64.8%	71.7%
	Total	Count	513	293
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential home-based business?	Not at all important	Column N %	1.1%	0.0%
	Somewhat unimportant	Column N %	4.0%	1.1%
	Somewhat important	Column N %	16.6%	23.8%
	Very important	Column N %	78.3%	75.0%
	Total	Count	181	83
Q26A Help provide broadband communications services for local nonprofit organizations	1 - Strongly Disagree	Column N %	8.1%	7.1%
	2.0	Column N %	6.8%	6.3%
	3.0	Column N %	29.3%	25.3%
	4.0	Column N %	18.5%	21.9%
	5 - Strongly Agree	Column N %	37.4%	39.5%
	Total	Count	501	285
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	1 - Strongly Disagree	Column N %	3.2%	2.5%
	2.0	Column N %	2.0%	2.7%
	3.0	Column N %	9.0%	8.6%
	4.0	Column N %	19.3%	18.1%
	5 - Strongly Agree	Column N %	66.5%	68.2%
	Total	Count	503	287
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	1 - Strongly Disagree	Column N %	4.0%	2.2%
	2.0	Column N %	2.9%	2.3%
	3.0	Column N %	11.7%	14.7%
	4.0	Column N %	22.4%	24.2%
	5 - Strongly Agree	Column N %	59.0%	56.5%
	Total	Count	502	288
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	1 - Strongly Disagree	Column N %	6.5%	5.2%
	2.0	Column N %	5.0%	6.9%
	3.0	Column N %	21.8%	19.7%
	4.0	Column N %	26.0%	30.3%
	5 - Strongly Agree	Column N %	40.7%	37.9%
	Total	Count	498	282
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	1 - Strongly Disagree	Column N %	17.8%	21.4%
	2	Column N %	22.9%	21.7%
	3	Column N %	26.6%	30.7%
	4	Column N %	22.3%	18.6%
	5 - Strongly Agree	Column N %	10.5%	7.5%
	Total	Count	504	287
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	1 - Strongly Disagree	Column N %	14.8%	9.2%
	2.0	Column N %	16.1%	16.7%
	3.0	Column N %	26.7%	23.8%
	4.0	Column N %	21.8%	28.1%
	5 - Strongly Agree	Column N %	20.6%	22.3%
	Total	Count	506	286
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree	Column N %	2.6%	3.1%
	2.0	Column N %	4.8%	1.9%
	3.0	Column N %	11.4%	11.0%
	4.0	Column N %	23.7%	19.5%
	5 - Strongly Agree	Column N %	57.5%	64.6%
	Total	Count	507	286
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	1 - Strongly Disagree	Column N %	1.8%	2.4%
	2.0	Column N %	3.3%	1.0%
	3.0	Column N %	12.6%	12.5%
	4.0	Column N %	22.9%	23.6%
	5 - Strongly Agree	Column N %	59.4%	60.4%
	Total	Count	505	283
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public	Column N %	40.5%	48.0%
	Install state-of-the-art network and lease it to competing private companies to offer services to the public	Column N %	24.5%	18.9%
	Encourage a private firm to build a fiber network	Column N %	13.4%	12.2%
	No role	Column N %	4.9%	4.9%

Don't know	Column N %	14.4%	13.2%
Other/multiple selected	Column N %	2.3%	2.8%
Total	Count	505	288

Pearson Chi-Square Tests

		Q33 Do you own or rent your home?
Q31 Services Purchase for Household	Chi-square	143.244
	df	7
	Sig.	.000 ^{a,b,c}
Q2 Are any of these services obtained from the same provider (bundled)?	Chi-square	53.503
	df	2
	Sig.	.000 ^c
Q3A Importance of services: Internet connection (any speed)	Chi-square	3.799
	df	4
	Sig.	.434 ^{b,c,d}
Q3B Importance of services: High-speed Internet connection	Chi-square	2.257
	df	4
	Sig.	.689 ^e
Q3C Importance of services: Basic cable television service	Chi-square	31.402
	df	4
	Sig.	.000 ^f
Q3D Importance of services: Premium cable television services	Chi-square	34.329
	df	4
	Sig.	.000 ^c
Q3E Importance of services: Fixed (land-line) telephone service	Chi-square	54.904
	df	4
	Sig.	.000 ^f
Q3F Importance of services: Cellular/mobile telephone service	Chi-square	4.883
	df	4
	Sig.	.300 ^g
Q4 Non-Dial-Up Internet Services Available	Chi-square	54.283
	df	9
	Sig.	.000 ^f
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	Chi-square	7.061
	df	7
	Sig.	.423 ^{b,c}
Q6 What is your main reason for not purchasing home Internet service?	Chi-square	6.139
	df	3
	Sig.	.105 ^{b,c,d}
Q7 Approximately how much does your family pay PER MONTH for your home	Chi-square	29.652
	df	7
	Sig.	.000 ^{f,c,d}
Q8 How would you describe the speed of your home Internet connection?	Chi-square	7.138
	df	4
	Sig.	.129 ^e
Q9A Importance of home Internet service: Speed of connection	Chi-square	291
	df	4
	Sig.	.990 ^{b,c,d}
Q9B Importance of home Internet service: Reliability of connection	Chi-square	2.002
	df	4
	Sig.	.735 ^{b,c,d}
Q9C Importance of home Internet service: Price of services	Chi-square	1.539
	df	4
	Sig.	.820 ^{b,c}
Q9D Importance of home Internet service: Clarity of bills	Chi-square	4.047
	df	4
	Sig.	.400 ^f
Q9E Importance of home Internet service: Ability to contact provider	Chi-square	1.067
	df	4
	Sig.	.899 ^e
Q9F Importance of home Internet service: Technical support service	Chi-square	3.095
	df	4
	Sig.	.542 ^e
Q9G Importance of home Internet service: Overall customer service	Chi-square	6.357
	df	4
	Sig.	.174 ^f
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	Chi-square	8.697
	df	4
	Sig.	.069 ^e
Q10A Satisfaction with home Internet service: Speed of connection	Chi-square	4.173
	df	4
	Sig.	.383 ^f
Q10B Satisfaction with home Internet service: Reliability of connection	Chi-square	1.518
	df	4
	Sig.	.824 ^f
Q10C Satisfaction with home Internet service: Price of services	Chi-square	33.649
	df	4
	Sig.	.000 ^f
Q10D Satisfaction with home Internet service: Clarity of bills	Chi-square	19.364
	df	4
	Sig.	.001 ^c
Q10E Satisfaction with home Internet service: Ability to contact provider	Chi-square	2.170
	df	4
	Sig.	.705 ^f
Q10F Satisfaction with home Internet service: Technical support service	Chi-square	7.187
	df	4
	Sig.	.126 ^e
Q10G Satisfaction with home Internet service: Overall customer service	Chi-square	8.862
	df	4
	Sig.	.065 ^f
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	Chi-square	10.705
	df	4
	Sig.	.030 ^c
Q11A Willing to switch 100 Mbps: \$55 per month	Chi-square	8.741
	df	4
	Sig.	.068 ^f

Q11B Willing to switch 100 Mbps: \$65 per month	Chi-square	5.098
	df	4
	Sig.	.277 [*]
Q11C Willing to switch 100 Mbps: \$75 per month	Chi-square	11.884
	df	4
	Sig.	.018 ^{*,c}
Q11D Willing to switch 100 Mbps: \$85 per month	Chi-square	12.658
	df	4
	Sig.	.013 ^{*,c}
Q11E Willing to switch 100 Mbps: \$95 per month	Chi-square	10.514
	df	4
	Sig.	.033 ^{*,c}
Q12A Willing to switch 1 Gbps: \$55 per month	Chi-square	.831
	df	4
	Sig.	.934 [*]
Q12B Willing to switch 1 Gbps: \$65 per month	Chi-square	9.584
	df	4
	Sig.	.048 ^{*,c}
Q12C Willing to switch 1 Gbps: \$75 per month	Chi-square	5.158
	df	4
	Sig.	.271 [*]
Q12D Willing to switch 1 Gbps: \$85 per month	Chi-square	4.077
	df	4
	Sig.	.396 [*]
Q12E Willing to switch 1 Gbps: \$95 per month	Chi-square	12.959
	df	4
	Sig.	.011 ^{*,c}
Q13A Listening to music (streaming)	Chi-square	9.708
	df	2
	Sig.	.008 ^{*,c}
Q13B Watching movies, videos, or TV	Chi-square	21.146
	df	2
	Sig.	.000 ^{*,c}
Q13C Playing online games	Chi-square	2.089
	df	2
	Sig.	.352 [*]
Q13E Making video calls	Chi-square	2.540
	df	2
	Sig.	.281 [*]
Q13F Buying products online	Chi-square	1.000
	df	2
	Sig.	.606 [*]
Q13G Running a home business	Chi-square	5.511
	df	2
	Sig.	.064 [*]
Q13H Receiving government info such as service locations or contact info	Chi-square	.819
	df	2
	Sig.	.664 [*]
Q13I Conducting government transactions such as permits	Chi-square	3.087
	df	2
	Sig.	.214 [*]
Q13J Accessing school resources (for parents of school-aged children)	Chi-square	47.460
	df	2
	Sig.	.000 ^{*,c}
Q14 Streaming Services Accessed Via Home Internet Connection	Chi-square	36.851
	df	6
	Sig.	.000 ^{*,c}
Q15A I can choose from multiple Internet providers	Chi-square	3.055
	df	4
	Sig.	.549 [*]
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	Chi-square	8.204
	df	4
	Sig.	.084 [*]
Q15C I can pay for internet service based on usage (amount of data)	Chi-square	5.100
	df	4
	Sig.	.277 [*]
Q15D My service provider does not place 'caps' on my total data use	Chi-square	3.089
	df	4
	Sig.	.543 [*]
Q15E I can use my home Internet connection to support a home business	Chi-square	9.310
	df	4
	Sig.	.054 [*]
Q15F I can use my home Internet connection to telework part-time for a local	Chi-square	9.472
	df	4
	Sig.	.050 [*]
Q15G I can use my home Internet connection to telework full-time for a distant	Chi-square	6.133
	df	4
	Sig.	.189 [*]
Q16A Willing to pay fiber hook-up fee: \$0	Chi-square	1.978
	df	3
	Sig.	.577 ^{*,b,c}
Q16B Willing to pay fiber hook-up fee: \$100	Chi-square	13.000
	df	4
	Sig.	.011 ^{*,c}
Q16C Willing to pay fiber hook-up fee: \$250	Chi-square	21.069
	df	4
	Sig.	.000 ^{*,c}
Q16D Willing to pay fiber hook-up fee: \$500	Chi-square	12.726
	df	4
	Sig.	.013 ^{*,c}
Q16E Willing to pay fiber hook-up fee: \$1,000	Chi-square	16.211
	df	4
	Sig.	.003 ^{*,b,c}
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	Chi-square	3.644
	df	4
	Sig.	.456 ^{*,b,c,d}
Q17B Willing to pay fiber hook-up fee if save \$20 per month	Chi-square	5.085
	df	4

on bill: \$100	Sig.	.279 ^f
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	Chi-square	9.505
	df	4
	Sig.	.050 ^c
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	Chi-square	17.663
	df	4
	Sig.	.001 ^c
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	Chi-square	17.574
	df	4
	Sig.	.001 ^c
Q18 Do you purchase cable or satellite television service at home?	Chi-square	48.703
	df	3
	Sig.	.000 ^{b,c,d}
Q19A Importance of programming features: Local programming	Chi-square	10.845
	df	4
	Sig.	.028 ^f
Q19B Importance of programming features: News programming	Chi-square	5.524
	df	4
	Sig.	.238 ^f
Q19C Importance of programming features: Music channels	Chi-square	7.462
	df	4
	Sig.	.113 ^f
Q19D Importance of programming features: Children's programming	Chi-square	5.721
	df	4
	Sig.	.221 ^f
Q19E Importance of programming features: Sports programming	Chi-square	7.544
	df	4
	Sig.	.110 ^f
Q19F Importance of programming features: Movie network channels	Chi-square	2.997
	df	4
	Sig.	.558 ^f
Q19G Importance of programming features: Specialty channels	Chi-square	13.703
	df	4
	Sig.	.008 ^f
Q20 Approximately how much do you pay PER MONTH for cable or satellite television	Chi-square	20.854
	df	7
	Sig.	.004 ^c
Q21 Types of Telephone Service Available	Chi-square	78.061
	df	6
	Sig.	.000 ^f
Q22 Is any member of your family allowed by his/her employer to telework from home?	Chi-square	7.372
	df	3
	Sig.	.061 ^f
Q23 Are you or any member of your household currently telecommuting, or interested in telecommuting?	Chi-square	.995
	df	3
	Sig.	.802 ^f
Q24 Does someone in your household have a home-based business or plan to start a business?	Chi-square	4.908
	df	2
	Sig.	.086 ^f
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your household?	Chi-square	4.014
	df	3
	Sig.	.260 ^{b,c,d}
Q26A Help provide broadband communications services for local nonprofit organizations	Chi-square	2.688
	df	4
	Sig.	.611 ^f
Q26B Help ensure that all residents have access to competitively priced broadband services	Chi-square	1.076
	df	4
	Sig.	.898 ^f
Q26C Help ensure that all school-aged students, parents, and teachers have access to broadband services	Chi-square	3.734
	df	4
	Sig.	.443 ^f
Q26D Build a publicly-financed network on which competing private sector companies can compete	Chi-square	3.460
	df	4
	Sig.	.484 ^f
Q27A The competitive market currently offers high-speed Internet access at prices that are affordable	Chi-square	5.114
	df	4
	Sig.	.276 ^f
Q27B The availability of competitively priced high-speed and/or wireless Internet services	Chi-square	8.590
	df	4
	Sig.	.072 ^f
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as electricity	Chi-square	7.587
	df	4
	Sig.	.108 ^f
Q27D I find it more efficient if my household has high-speed Internet service	Chi-square	4.313
	df	4
	Sig.	.365 ^f
Q28 What do you think the MAIN role for the Seattle city government should be with broadband services?	Chi-square	5.425
	df	5
	Sig.	.366 ^f

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

c. Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the computation of Chi-square.

d. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Comparisons of Column Proportions^{b,c}

		Q33 Do you own or rent your household?	
		Own (A)	Rent (B)
SQ1 Services Purchase for Household	Q1_1 Internet service		
	Q1_2 Cable or satellite television	B	
	Q1_3 Fixed (land-line) telephone service	B	
	Q1_4 Cellular/mobile telephone service		
	Q1_5 Don't know which services purchase		
	Q1_6 None (no services purchased)		
	Q1x No response/none selected		
Q2 Are any of these services bundled?	All my services are bundled		

obtained from the same provider (bundled)?	All services are obtained through separate providers	A
	Some services are bundled, some are sold separately	B
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important	A
	2	
	3	
	4	
	5 - Very Important	
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important	
	2	
	3	
	4	
	5 - Very Important	
Q3C Importance of services: Basic cable television service	1 - Not at All Important	A
	2	
	3	
	4	B
	5 - Very Important	B
Q3D Importance of services: Premium cable television services	1 - Not at All Important	A
	2	
	3	
	4	B
	5 - Very Important	B
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important	A
	2	
	3	B
	4	B
	5 - Very Important	B
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important	
	2	
	3	
	4	
	5 - Very Important	
Q4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)	B
	Q4_2 Cable modem	B
	Q4_3 Satellite	B
	Q4_4 Fixed wireless	
	Q4_5 Cellular/mobile wireless	B
	Q4_6 Condo or Apartment Association Internet	A
	Q4_7 Don't know which Internet services are available	A
	Q4_8 None (no Internet services available)	A
	Q4X No response/none selected	
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	No home Internet service	
	Telephone line-dial-up	
	Digital Subscriber Line (DSL)	
	Cable modem	
	Satellite	
	Fixed Wireless	
	Condo or Apartment Association Internet	
	Other	
Q6 What is your main reason for not purchasing home Internet service?	We have Internet-enabled devices	A
	Computer/tablet in our home	A
	My family and I have no need for the Internet	
	We can get Internet access at another location	A
	Costs are too expensive	A
	Cellular/mobile data service meets our needs	A
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	Free	
	\$1 to \$20	A
	\$21 to \$30	
	\$31 to \$40	A
	\$41 to \$50	
	\$51 to \$60	
	\$61 to \$70	
	More than \$70	B
Q8 How would you describe the speed of your home Internet connection?	Very slow	
	Slow	
	Medium	
	Fast	
	Very fast	
Q9A Importance of home Internet service: Speed of connection	1 - Not at All Important	
	2	
	3	
	4	
	5 - Very Important	
Q9B Importance of home Internet service: Reliability of connection	1 - Not at All Important	A
	2	A
	3	
	4	
	5 - Very Important	
Q9C Importance of home Internet service: Price of services	1 - Not at All Important	
	2	
	3	
	4	
	5 - Very Important	
Q9D Importance of home Internet service: Clarity of bills	1 - Not at All Important	
	2	
	3	
	4	
	5 - Very Important	
Q9E Importance of home Internet service: Ability to contact provider	1 - Not at All Important	
	2	
	3	
	4	
	5 - Very Important	
Q9F Importance of home Internet service: Technical	1 - Not at All Important	
	2	

support service	3		
	4		
	5 - Very Important		
Q9G Importance of home Internet service: Overall customer service	1 - Not at All Important		
	2		A
	3		
	4		
	5 - Very Important		
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	1 - Not at All Important		A
	2		
	3		
	4	B	
	5 - Very Important		
Q10A Satisfaction with home Internet service: Speed of connection	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10B Satisfaction with home Internet service: Reliability of connection	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10C Satisfaction with home Internet service: Price of services	1 - Very Dissatisfied	B	
	2		
	3		
	4		A
	5 - Very Satisfied		
Q10D Satisfaction with home Internet service: Clarity of bills	1 - Very Dissatisfied		
	2		
	3	B	
	4		A
	5 - Very Satisfied		
Q10E Satisfaction with home Internet service: Ability to contact provider	1 - Very Dissatisfied		
	2		
	3		
	4		
	5 - Very Satisfied		
Q10F Satisfaction with home Internet service: Technical support service	1 - Very Dissatisfied		
	2		
	3		
	4		A
	5 - Very Satisfied		
Q10G Satisfaction with home Internet service: Overall customer service	1 - Very Dissatisfied		
	2		
	3	B	
	4		A
	5 - Very Satisfied		
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1 - Very Dissatisfied		
	2	B	
	3		A
	4		
	5 - Very Satisfied		
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling		
	2		
	3		A
	4		
	5 - Very Willing		
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing		
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing	B	
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling		A
	2		
	3		
	4		
	5 - Very Willing	B	
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling		A
	2		
	3		
	4		
	5 - Very Willing	B	
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing		
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling		
	2		
	3		A
	4		
	5 - Very Willing		
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling		
	2		A
	3		
	4		
	5 - Very Willing		
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing	B	

Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling		
	2		A
	3		
	4		
	5 - Very Willing	B	
Q13A Listening to music (streaming)	Never	B	
	Occasionally		
	Frequently		A
Q13B Watching movies, videos, or TV	Never	B	
	Occasionally	B	
	Frequently		A
Q13C Playing online games	Never		
	Occasionally		
	Frequently		
Q13E Making video calls	Never		
	Occasionally		
	Frequently		
Q13F Buying products online	Never		
	Occasionally		
	Frequently		
Q13G Running a home business	Never		A
	Occasionally		
	Frequently	B	
Q13H Receiving government info such as service locations or contact info	Never		
	Occasionally		
	Frequently		
Q13I Conducting government transactions such as permits	Never		
	Occasionally		
	Frequently		
Q13J Accessing school resources (for parents of school-aged children)	Never		A
	Occasionally	B	
	Frequently	B	
Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix		A
	Q14_2 Hulu		A
	Q14_3 Amazon		
	Q14_4 YouTube		
	Q14_5 Other		A
	Q14X No response/none selected		
Q15A I can choose from multiple Internet providers	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important	B	
Q15C I can pay for internet service based on usage (amount of data)	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q15D My service provider does not place 'caps' on my total data use	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important		
Q15E I can use my home Internet connection to support a home business	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important	B	
Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all Important		
	2		A
	3		
	4		
	5 - Very Important		
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all Important		
	2		
	3		
	4		
	5 - Very Important	B	
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling		
	2		
	3		A
	4		
	5 - Very Willing		
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling		
	2		A
	3		A
	4		
	5 - Very Willing	B	
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling		A
	2		
	3		
	4		
	5 - Very Willing	B	
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling		
	2		
	3		
	4		
	5 - Very Willing	B	
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling		A
	2	B	
	3		
	4		
	5 - Very Willing		
Q17A Willing to pay fiber hook-	1 - Very Unwilling		

up fee if save \$20 per month on bill: \$0	2		A
	3		A
	4		
	5 - Very Willing		
	1 - Very Unwilling		
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	2		
	3		
	4		
	5 - Very Willing		
	1 - Very Unwilling		
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	2		A
	3		
	4		
	5 - Very Willing	B	
	1 - Very Unwilling		
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	2		
	3		
	4	B	
	5 - Very Willing	B	
	1 - Very Unwilling		
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	2		A
	3	B	
	4		
	5 - Very Willing		
	1 - Very Unwilling		
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	B	
	Yes, satellite	B	
	No		A
	Both cable and satellite		A
	1 - Not at all Important		
Q19A Importance of programming features: Local programming	2		A
	3		
	4		
	5 - Very Important		
	1 - Not at all Important		
Q19B Importance of programming features: News programming	2		
	3		
	4		
	5 - Very Important		
	1 - Not at all Important		
Q19C Importance of programming features: Music channels	2		
	3		
	4		
	5 - Very Important		
	1 - Not at all Important		
Q19D Importance of programming features: Children's programming	2		A
	3		
	4		
	5 - Very Important		
	1 - Not at all Important		
Q19E Importance of programming features: Sports programming	2		A
	3		
	4		
	5 - Very Important		
	1 - Not at all Important		
Q19F Importance of programming features: Movie network channels	2		
	3		
	4		
	5 - Very Important		
	1 - Not at all Important		
Q19G Importance of programming features: Specialty channels	2	B	
	3		
	4		A
	5 - Very Important		
	1 - Not at all Important		
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free		
	\$1 to \$20		
	\$21 to \$30		
	\$31 to \$40		
	\$41 to \$50		
	\$51 to \$60		A
	\$61 to \$70		
	More than \$70	B	
	1 - Not at all Important		
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link	B	
	Q21_2 Fixed from my cable provider	B	
	Q21_3 Wireless from AT&T, etc.		A
	Q21_4 Do not have any telephone service		
	Q21_5 Other phone service		
	Q21X No response/none selected		
	1 - Not at all Important		
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home Internet connection enables telework		
	Yes, but home Internet connection is not fast enough for telework	B	
	No		
	Not sure		
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home		
	Someone in my family would like to telework		
	No		
	Someone in my family already does telework from home AND Someone in my family would like to telework		
	Yes, I/we already have a home-based business	B	
Q24 Does someone in your household have a home-based business or plan to start a home-based business in the	Yes, I/we plan to start one in next three years		
	No		A
	1 - Not at all Important		
	2 - Somewhat unimportant		
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential home-	Somewhat important		
	Very important		
	1 - Strongly Disagree		

communications services for local nonprofit organizations	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q26B Help ensure that all residents have access to competitively priced broadband Internet services	1 - Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	1 - Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television	1 - Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5 - Strongly Agree		
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	1 - Strongly Disagree		
	2		
	3		
	4		
	5 - Strongly Agree		
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	1 - Strongly Disagree	B	
	2.0		
	3.0		
	4.0		A
	5 - Strongly Agree		
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree		
	2.0	B	
	3.0		
	4.0		
	5 - Strongly Agree		
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	1 - Strongly Disagree		
	2.0	B	
	3.0		
	4.0		
	5 - Strongly Agree		
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public		A
	Install state-of-the-art network and lease it to competing private companies to offer services to the public		
	Encourage a private firm to build a fiber network		
	No role		
	Don't know		
	Other/multiple selected		

Results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller
a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Crosstabulations by Q5 Primary Home Internet Service

		Column N %	Q5GRP Other than cellular/mobile			
			DSL	Cable modem	Other	
Q1 Services Purchase for Household	Q1_1 Internet service	Column N %	100.0%	98.5%	94.9%	
	Q1_2 Cable or satellite television	Column N %	29.1%	64.4%	37.6%	
	Q1_3 Fixed (land-line) telephone service	Column N %	47.9%	31.9%	41.2%	
	Q1_4 Cellular/mobile telephone service	Column N %	92.3%	91.2%	79.4%	
	Q1_5 Don't know which services purchase	Column N %	.5%	0.0%	0.0%	
	Q1_6 None (no services purchased)	Column N %	0.0%	0.0%	0.0%	
	Q1x No response/none selected	Column N %	0.0%	1.1%	.8%	
	Total	Count	135	572	82	
	Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled	Column N %	5.7%	9.0%	13.5%
		All services are obtained through separate providers	Column N %	47.3%	33.1%	66.1%
Some services are bundled, some are sold separately		Column N %	47.1%	57.9%	20.5%	
Total	Count	135	557	76		
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important	Column N %	1.0%	1.1%	1.3%	
	2	Column N %	0.0%	.3%	0.0%	
	3	Column N %	5.7%	4.2%	4.9%	
	4	Column N %	10.8%	7.3%	16.6%	
	5 - Very Important	Column N %	82.5%	87.0%	77.2%	
Total	Count	133	561	78		
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important	Column N %	1.2%	1.1%	6.8%	
	2	Column N %	6.0%	1.6%	7.0%	
	3	Column N %	8.2%	7.0%	6.3%	
	4	Column N %	27.5%	15.7%	24.0%	
	5 - Very Important	Column N %	57.1%	74.6%	55.9%	
Total	Count	133	563	76		
Q3C Importance of services: Basic cable television service	1 - Not at All Important	Column N %	58.1%	27.6%	37.6%	
	2	Column N %	7.8%	14.1%	8.0%	
	3	Column N %	13.5%	20.8%	20.3%	
	4	Column N %	9.6%	14.9%	12.8%	
	5 - Very Important	Column N %	10.9%	22.6%	21.4%	
Total	Count	129	558	79		
Q3D Importance of services: Premium cable television services	1 - Not at All Important	Column N %	68.2%	41.7%	55.5%	
	2	Column N %	9.4%	17.7%	7.9%	
	3	Column N %	9.3%	17.8%	12.8%	
	4	Column N %	8.3%	13.8%	7.7%	
	5 - Very Important	Column N %	4.8%	9.0%	16.0%	
Total	Count	130	557	76		
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important	Column N %	46.6%	65.7%	50.5%	
	2	Column N %	10.4%	7.5%	5.3%	
	3	Column N %	21.5%	10.2%	11.3%	
	4	Column N %	10.8%	7.4%	10.6%	
	5 - Very Important	Column N %	10.7%	9.3%	22.2%	
Total	Count	132	560	80		
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important	Column N %	1.4%	.8%	7.3%	
	2	Column N %	1.4%	.5%	2.1%	
	3	Column N %	5.9%	2.5%	8.6%	
	4	Column N %	10.7%	10.5%	17.0%	
	5 - Very Important	Column N %	80.5%	85.7%	65.0%	
Total	Count	133	567	80		
Q4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)	Column N %	89.5%	55.5%	45.3%	
	Q4_2 Cable modem	Column N %	73.3%	93.0%	62.9%	
	Q4_3 Satellite	Column N %	61.6%	45.0%	40.8%	
	Q4_4 Fixed wireless	Column N %	27.4%	16.7%	41.6%	
	Q4_5 Cellular/mobile wireless	Column N %	72.3%	66.0%	51.7%	
	Q4_6 Condo or Apartment Association Internet	Column N %	2.5%	1.5%	20.9%	
	Q4_7 Don't know which internet services are available	Column N %	11.2%	9.3%	18.4%	
	Q4_8 None (no internet services available)	Column N %	0.0%	.6%	1.2%	
	Q4x No response/none selected	Column N %	0.0%	0.0%	.8%	
	Total	Count	135	572	82	
Q5 Other than cellular/mobile wireless, what is your primary home internet service?	No home internet service	Column N %	0.0%	0.0%	0.0%	
	Telephone line-dial-up	Column N %	0.0%	0.0%	3.5%	
	Digital Subscriber Line (DSL)	Column N %	100.0%	0.0%	0.0%	
	Cable modem	Column N %	0.0%	100.0%	0.0%	
	Satellite	Column N %	0.0%	0.0%	6.4%	
	Fixed Wireless	Column N %	0.0%	0.0%	41.9%	
	Condo or Apartment Association Internet	Column N %	0.0%	0.0%	19.9%	
	Other	Column N %	0.0%	0.0%	28.3%	
Total	Count	135	572	82		
Q6 What is your main reason for not purchasing home internet service?	We have Internet-enabled devices (computer/tablet) in our home	Column N %	0.0%	0.0%	0.0%	
	My family and I have no need for the internet	Column N %	0.0%	0.0%	0.0%	
	We can get internet access at another location	Column N %	0.0%	0.0%	0.0%	
	Costs are too expensive	Column N %	0.0%	0.0%	0.0%	
	Cellular/mobile data service meets our needs	Column N %	0.0%	0.0%	0.0%	
	Total	Count	0	0	0	
	Q7 Approximately how much does your family pay PER MONTH for your home internet service?	Free	Column N %	0.0%	.1%	.8%
\$1 to \$20	Column N %	3.0%	1.3%	3.8%		
\$21 to \$30	Column N %	9.1%	1.6%	10.3%		
\$31 to \$40	Column N %	36.8%	6.6%	24.8%		
\$41 to \$50	Column N %	15.1%	15.5%	10.0%		
\$51 to \$60	Column N %	16.0%	21.6%	22.7%		
\$61 to \$70	Column N %	8.4%	20.2%	6.6%		
More than \$70	Column N %	11.7%	33.0%	20.9%		
Total	Count	133	545	76		
Q8 How would you describe the speed of your home internet connection?	Very slow	Column N %	3.0%	2.0%	4.4%	
	Slow	Column N %	13.8%	6.4%	9.0%	
	Medium	Column N %	47.4%	42.7%	53.8%	
	Fast	Column N %	32.3%	42.5%	18.6%	
	Very fast	Column N %	3.5%	6.4%	14.2%	
Total	Count	134	564	79		
Q9A Importance of home internet service: Speed of connection	1 - Not at All Important	Column N %	0.0%	.3%	.8%	
	2	Column N %	.7%	.3%	.8%	
	3	Column N %	8.3%	3.6%	12.6%	
	4	Column N %	35.8%	22.6%	25.0%	
	5 - Very Important	Column N %	55.2%	73.2%	60.8%	
Total	Count	134	568	79		
Q9B Importance of home internet service: Reliability of connection	1 - Not at All Important	Column N %	0.0%	.1%	0.0%	
	2	Column N %	0.0%	0.0%	.8%	
	3	Column N %	0.0%	.3%	1.6%	
	4	Column N %	15.2%	7.9%	9.1%	
	5 - Very Important	Column N %	84.8%	91.6%	88.5%	

Mean Ratings by Q5 Primary Home Internet Service

		Mean	Q5GRP Other than cellular/mobile		
			DSL	Cable modem	Other
Q3A Importance of services: Internet connection (any speed)	Q3A Importance of services: Internet connection (any speed)	Mean	4.7	4.8	4.7
	Q3B Importance of services: High-speed Internet connection	Mean	4.3	4.6	4.2
	Q3C Importance of services: Basic cable television service	Mean	2.1	2.9	2.7
	Q3D Importance of services: Premium cable television services	Mean	1.7	2.3	2.2
	Q3E Importance of services: Fixed (land-line) telephone service	Mean	2.3	1.9	2.5
	Q3F Importance of services: Cellular/mobile telephone service	Mean	4.7	4.8	4.3
	Q3A Importance of home internet service: Speed of connection	Mean	4.5	4.7	4.4
	Q3B Importance of home internet service: Reliability of connection	Mean	4.8	4.9	4.9
	Q3C Importance of home internet service: Price of services	Mean	4.6	4.5	4.4
	Q3D Importance of home internet service: Clarity of bills	Mean	3.8	3.8	3.9
Q3E Importance of services: Ability to contact provider	Q3E Importance of services: Ability to contact provider	Mean	3.9	4.0	4.1
	Q3F Importance of services: Technical support service	Mean	4.0	4.0	4.1
	Q3G Importance of services: Overall customer service	Mean	4.2	4.2	4.2
	Q3H Importance of services: Ability to 'bundle' with cable TV service	Mean	1.7	2.3	2.1
	Q10A Satisfaction with home internet service: Speed of connection	Mean	3.3	3.4	3.5
	Q10B Satisfaction with home internet service: Reliability of connection	Mean	3.6	3.4	3.6
	Q10C Satisfaction with home internet service: Price of services	Mean	3.1	2.2	3.3
	Q10D Satisfaction with home internet service: Clarity of bills	Mean	3.4	2.9	3.5
	Q10E Satisfaction with home internet service: Ability to contact provider	Mean	3.5	3.0	3.6
	Q10F Satisfaction with home internet service: Technical support service	Mean	3.4	2.9	3.6
Q3I Importance of services: Overall customer service	Q3I Importance of services: Overall customer service	Mean	3.3	2.7	3.5
	Q3J Importance of services: Ability to 'bundle' with cable TV service	Mean	3.0	3.0	3.2
	Q11A Willing to switch 100 Mbps: \$55 per month	Mean	3.9	4.5	3.8
	Q11B Willing to switch 100 Mbps: \$65 per month	Mean	3.0	3.8	2.8
	Q11C Willing to switch 100 Mbps: \$75 per month	Mean	2.2	2.9	2.0
	Q11D Willing to switch 100 Mbps: \$85 per month	Mean	1.7	2.2	1.5
	Q11E Willing to switch 100 Mbps: \$95 per month	Mean	1.4	1.7	1.3
	Q12A Willing to switch 1 Gbps: \$55 per month	Mean	4.1	4.7	4.0
	Q12B Willing to switch 1 Gbps: \$65 per month	Mean	3.4	4.2	3.3
	Q12C Willing to switch 1 Gbps: \$75 per month	Mean	2.7	3.5	2.5
Q3K Importance of services: Ability to contact provider	Q12D Willing to switch 1 Gbps: \$85 per month	Mean	2.0	2.7	1.9
	Q12E Willing to switch 1 Gbps: \$95 per month	Mean	1.8	2.1	1.5
	Q15A I can choose from multiple internet providers	Mean	3.8	4.1	3.9
	Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	Mean	3.8	4.3	3.9
	Q15C I can pay for internet service based on usage (amount of data)	Mean	2.8	2.9	2.9
	Q15D My service provider does not place 'caps' on my total data use	Mean	4.3	4.5	4.4
	Q15E I can use my home internet connection to support a home business	Mean	2.9	2.8	2.6
	Q15F I can use my home internet connection to telework part-time for a local job	Mean	3.3	3.5	3.1
	Q15G I can use my home internet connection to telework full-time for a distant job	Mean	2.6	2.7	2.7
	Q16A Willing to pay fiber hook-up fee: \$0	Mean	4.9	5.0	4.6
Q3L Importance of services: Sports programming	Q16B Willing to pay fiber hook-up fee: \$100	Mean	3.9	4.2	3.8
	Q16C Willing to pay fiber hook-up fee: \$250	Mean	2.5	2.9	2.4
	Q16D Willing to pay fiber hook-up fee: \$500	Mean	1.6	1.8	1.5
	Q16E Willing to pay fiber hook-up fee: \$1,000	Mean	1.2	1.2	1.1
	Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	Mean	5.0	4.9	4.7
	Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	Mean	4.4	4.5	4.0
	Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	Mean	3.3	3.4	2.9
	Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	Mean	2.0	2.1	1.6
	Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	Mean	1.3	1.4	1.1
	Q19A Importance of programming features: Local programming	Mean	4.4	4.0	4.4
Q3M Importance of services: Local programming	Q19B Importance of programming features: News programming	Mean	4.0	3.9	4.3
	Q19C Importance of programming features: Music channels	Mean	2.1	2.1	2.4
	Q19D Importance of programming features: Children's programming	Mean	1.7	2.0	1.7
	Q19E Importance of programming features: Sports programming	Mean	3.6	3.6	3.4
	Q19F Importance of programming features: Movie network channels	Mean	3.4	3.4	4.1
	Q19G Importance of programming features: Specialty channels	Mean	3.5	3.4	3.8
	Q26A Help provide broadband communications services for local nonprofit organizations	Mean	3.7	3.8	3.6
	Q26B Help ensure that all residents have access to competitively priced broadband internet services	Mean	4.4	4.5	4.4
	Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband internet services	Mean	4.3	4.3	4.2
	Q26D Build a publicly-financed network on which competing private sector companies can offer competitive internet, phone, and cable television services	Mean	3.8	3.9	3.8
Comparisons of Column Means ^{a,b}	Q27A The competitive market currently offers high-speed internet access at prices that my family can afford	Mean	2.8	2.8	2.8
	Q27B The availability of competitively priced high-speed and/or wireless internet access is a factor I would consider when choosing where to live	Mean	3.1	3.3	3.4
	Q27C High-speed internet access is (or is quickly becoming) as essential a service as water and electricity	Mean	4.1	4.4	4.2
	Q27D I find it more efficient if businesses and my household have high-speed internet access to purchase products and conduct other transactions	Mean	4.2	4.5	4.2
	Q3A Importance of services: Internet connection (any speed)	Mean			
	Q3B Importance of services: High-speed Internet connection	Mean		A	
	Q3C Importance of services: Basic cable television service	Mean		A	A
	Q3D Importance of services: Premium cable television services	Mean		A	A
	Q3E Importance of services: Fixed (land-line) telephone service	Mean	B		B
	Q3F Importance of services: Cellular/mobile telephone service	Mean	C		C
Q3A Importance of home internet service: Speed of connection	Mean		A	C	
Q3B Importance of home internet service: Reliability of connection	Mean		A	C	
Q3C Importance of home internet service: Price of services	Mean		A	C	
Q3D Importance of home internet service: Clarity of bills	Mean		A	C	
Q3E Importance of home internet service: Ability to contact provider	Mean		A	C	
Q3F Importance of home internet service: Technical support service	Mean		A	C	
Q3G Importance of home internet service: Overall customer service	Mean		A	C	
Q3H Importance of home internet service: Ability to 'bundle' with cable TV service	Mean		A	C	
Q10A Satisfaction with home internet service: Speed of connection	Mean		A	C	
Q10B Satisfaction with home internet service: Reliability of connection	Mean		A	C	
Q10C Satisfaction with home internet service: Price of services	Mean		A	C	
Q10D Satisfaction with home internet service: Clarity of bills	Mean		A	C	
Q10E Satisfaction with home internet service: Ability to contact provider	Mean		A	C	
Q10F Satisfaction with home internet service: Technical support service	Mean		A	C	
Q10G Satisfaction with home internet service: Overall customer service	Mean		A	C	
Q10H Satisfaction with home internet service: Ability to 'bundle' with cable TV service	Mean		A	C	
Q11A Willing to switch 100 Mbps: \$55 per month	Mean		A	C	
Q11B Willing to switch 100 Mbps: \$65 per month	Mean		A	C	
Q11C Willing to switch 100 Mbps: \$75 per month	Mean		A	C	
Q11D Willing to switch 100 Mbps: \$85 per month	Mean		A	C	
Q11E Willing to switch 100 Mbps: \$95 per month	Mean		A	C	
Q12A Willing to switch 1 Gbps: \$55 per month	Mean		A	C	
Q12B Willing to switch 1 Gbps: \$65 per month	Mean		A	C	

		Count	133	568	79
Q9C Importance of home Internet service: Price of services	1- Not at All Important	Column N %	0.0%	3%	0.0%
	2	Column N %	0.0%	1.1%	0.0%
	3	Column N %	6.4%	9.6%	12.0%
	4	Column N %	30.3%	28.2%	32.7%
	5- Very Important	Column N %	63.3%	60.8%	55.3%
Total	Count	134	568	79	
Q9D Importance of home Internet service: Clarity of bills	1- Not at All Important	Column N %	2.8%	3.8%	4.1%
	2	Column N %	9.2%	11.1%	9.1%
	3	Column N %	26.3%	24.8%	21.4%
	4	Column N %	28.1%	24.0%	21.8%
	5- Very Important	Column N %	33.6%	36.3%	43.6%
Total	Count	133	567	77	
Q9E Importance of home Internet service: Ability to contact provider	1- Not at All Important	Column N %	0.0%	1.6%	0.8%
	2	Column N %	8.1%	7.5%	6.6%
	3	Column N %	25.3%	22.9%	19.9%
	4	Column N %	33.0%	26.0%	27.1%
	5- Very Important	Column N %	33.6%	42.0%	45.6%
Total	Count	133	568	79	
Q9F Importance of home Internet service: Technical support service	1- Not at All Important	Column N %	1.3%	2.2%	0.8%
	2	Column N %	7.5%	8.1%	8.8%
	3	Column N %	21.1%	20.8%	20.5%
	4	Column N %	32.9%	26.3%	19.1%
	5- Very Important	Column N %	37.2%	42.6%	50.7%
Total	Count	133	568	78	
Q9G Importance of home Internet service: Overall customer service	1- Not at All Important	Column N %	0.0%	1.5%	0.8%
	2	Column N %	1.8%	3.5%	6.7%
	3	Column N %	18.7%	15.8%	12.8%
	4	Column N %	38.3%	32.1%	26.2%
	5- Very Important	Column N %	41.2%	47.2%	53.5%
Total	Count	133	568	78	
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	1- Not at All Important	Column N %	66.6%	43.5%	54.8%
	2	Column N %	8.5%	16.5%	12.0%
	3	Column N %	14.6%	21.0%	16.2%
	4	Column N %	6.9%	9.3%	6.6%
	5- Very Important	Column N %	3.4%	9.7%	10.5%
Total	Count	132	566	78	
Q10A Satisfaction with home Internet service: Speed of connection	1- Very Dissatisfied	Column N %	3.7%	5.3%	7.3%
	2	Column N %	15.9%	12.8%	9.2%
	3	Column N %	37.0%	29.8%	38.7%
	4	Column N %	32.9%	36.7%	16.8%
	5- Very Satisfied	Column N %	10.5%	15.4%	27.9%
Total	Count	132	560	78	
Q10B Satisfaction with home Internet service: Reliability of connection	1- Very Dissatisfied	Column N %	8%	7.6%	5.7%
	2	Column N %	8.4%	10.3%	12.1%
	3	Column N %	35.5%	30.6%	23.8%
	4	Column N %	38.5%	35.8%	31.6%
	5- Very Satisfied	Column N %	16.9%	15.7%	26.8%
Total	Count	131	558	78	
Q10C Satisfaction with home Internet service: Price of services	1- Very Dissatisfied	Column N %	10.2%	32.6%	10.0%
	2	Column N %	20.7%	28.5%	17.7%
	3	Column N %	31.9%	29.5%	23.9%
	4	Column N %	25.3%	8.6%	32.7%
	5- Very Satisfied	Column N %	11.9%	9%	15.7%
Total	Count	132	556	77	
Q10D Satisfaction with home Internet service: Clarity of bills	1- Very Dissatisfied	Column N %	5.4%	10.5%	7.6%
	2	Column N %	10.0%	17.4%	12.0%
	3	Column N %	41.1%	45.1%	24.8%
	4	Column N %	30.0%	20.7%	33.8%
	5- Very Satisfied	Column N %	13.4%	6.3%	21.7%
Total	Count	129	557	72	
Q10E Satisfaction with home Internet service: Ability to contact provider	1- Very Dissatisfied	Column N %	3.2%	8.7%	5.9%
	2	Column N %	12.4%	17.5%	7.8%
	3	Column N %	32.6%	45.6%	32.6%
	4	Column N %	36.5%	20.4%	29.4%
	5- Very Satisfied	Column N %	15.3%	7.7%	24.4%
Total	Count	129	557	71	
Q10F Satisfaction with home Internet service: Technical support service	1- Very Dissatisfied	Column N %	3.7%	13.9%	4.1%
	2	Column N %	11.9%	15.6%	9.7%
	3	Column N %	39.1%	44.2%	28.5%
	4	Column N %	34.4%	20.3%	36.4%
	5- Very Satisfied	Column N %	10.8%	6.1%	21.2%
Total	Count	127	554	70	
Q10G Satisfaction with home Internet service: Overall customer service	1- Very Dissatisfied	Column N %	5.6%	18.7%	4.8%
	2	Column N %	15.7%	19.6%	11.9%
	3	Column N %	34.3%	39.4%	30.9%
	4	Column N %	35.6%	17.8%	33.0%
	5- Very Satisfied	Column N %	8.7%	4.5%	20.2%
Total	Count	127	556	74	
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1- Very Dissatisfied	Column N %	15.8%	14.7%	17.9%
	2	Column N %	3.8%	8.2%	4.3%
	3	Column N %	58.1%	49.5%	34.4%
	4	Column N %	12.2%	19.9%	26.3%
	5- Very Satisfied	Column N %	10.1%	7.7%	17.1%
Total	Count	95	482	52	
Q11A Willing to switch 100 Mbps: \$55 per month	1- Very Unwilling	Column N %	13.4%	4.9%	19.9%
	2	Column N %	7.3%	1.8%	3.2%
	3	Column N %	11.6%	7.3%	9.8%
	4	Column N %	10.0%	7.3%	11.2%
	5- Very Willing	Column N %	57.7%	78.7%	55.9%
Total	Count	126	545	74	
Q11B Willing to switch 100 Mbps: \$65 per month	1- Very Unwilling	Column N %	31.9%	13.2%	34.5%
	2	Column N %	7.3%	4.5%	11.9%
	3	Column N %	14.2%	13.6%	11.6%
	4	Column N %	25.1%	25.3%	21.6%
	5- Very Willing	Column N %	21.5%	43.4%	20.4%
Total	Count	124	531	67	
Q11C Willing to switch 100 Mbps: \$75 per month	1- Very Unwilling	Column N %	44.3%	25.0%	53.6%
	2	Column N %	15.9%	12.5%	13.2%
	3	Column N %	21.3%	28.4%	19.3%
	4	Column N %	10.7%	14.6%	6.5%
	5- Very Willing	Column N %	7.8%	19.5%	7.3%
Total	Count	122	525	67	
Q11D Willing to switch 100 Mbps: \$85 per month	1- Very Unwilling	Column N %	58.7%	42.4%	66.1%
	2	Column N %	21.0%	25.1%	21.7%
	3	Column N %	12.7%	15.0%	6.7%
	4	Column N %	5.0%	8.9%	3.5%
	5- Very Willing	Column N %	2.6%	8.5%	2.0%
Total	Count	121	525	65	
Q11E Willing to switch	1- Very Unwilling	Column N %	73.8%	65.7%	83.4%

Q12C Willing to switch 1 Gbps: \$75 per month	A	C
Q12D Willing to switch 1 Gbps: \$85 per month	A	C
Q12E Willing to switch 1 Gbps: \$95 per month	A	C
Q15A I can choose from multiple Internet providers	A	
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	A	C
Q15C I can pay for internet service based on usage (amount of data)		
Q15D My service provider does not place "caps" on my total data use		
Q15E I can use my home Internet connection to support a home business		
Q15F I can use my home Internet connection to telework part-time for a local job		
Q15G I can use my home Internet connection to telework full-time for a distant job		
Q16A Willing to pay fiber hook-up fee: \$0	C	C
Q16B Willing to pay fiber hook-up fee: \$100		
Q16C Willing to pay fiber hook-up fee: \$250		C
Q16D Willing to pay fiber hook-up fee: \$500		
Q16E Willing to pay fiber hook-up fee: \$1,000		
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	C	C
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100		C
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250		C
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500		C
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000		
Q19A Importance of programming features: Local programming		
Q19B Importance of programming features: News programming		
Q19C Importance of programming features: Music channels		
Q19D Importance of programming features: Children's programming		
Q19E Importance of programming features: Sports programming		
Q19F Importance of programming features: Movie network channels		B
Q19G Importance of programming features: Specialty channels		
Q26A Help provide broadband communications services for local nonprofit organizations		
Q26B Help ensure that all residents have access to competitively priced broadband internet services		
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband internet services		
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive internet, phone, and cable television services		
Q27A The competitive market currently offers high-speed internet access at prices that my family can afford		
Q27B The availability of competitively priced high-speed and/or wireless internet access is a factor I would consider when choosing where to live		
Q27C High-speed internet access is (or is quickly becoming) as essential a service as water and electricity		A
Q27D I find it more efficient if businesses and my household have high-speed internet access to purchase products and conduct other transactions		A

Results are based on two-sided tests assuming equal variances with significance level .05. For each significant pair, the key of the smaller a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

100 Mbps: \$95 per month	2	Column N %	17.8%	15.8%	11.1%
	3	Column N %	3.5%	10.0%	2.6%
	4	Column N %	2.3%	2.7%	2.0%
	5 - Very Willing	Column N %	2.6%	5.8%	1.0%
	Total	Count	122	526	65
Q12A Willing to switch 1 Gbps: \$55 per month	1- Very Unwilling	Column N %	11.7%	4.6%	17.3%
	2	Column N %	3.1%	1.0%	5.0%
	3	Column N %	13.6%	4.4%	4.5%
	4	Column N %	8.6%	4.5%	7.8%
	5 - Very Willing	Column N %	63.0%	85.5%	65.4%
Total	Count	126	534	73	
Q12B Willing to switch 1 Gbps: \$65 per month	1- Very Unwilling	Column N %	25.2%	10.6%	29.3%
	2	Column N %	6.2%	1.9%	5.6%
	3	Column N %	11.3%	7.3%	7.6%
	4	Column N %	18.6%	15.6%	16.2%
	5 - Very Willing	Column N %	38.7%	64.6%	41.2%
Total	Count	120	515	65	
Q12C Willing to switch 1 Gbps: \$75 per month	1- Very Unwilling	Column N %	37.8%	18.4%	44.7%
	2	Column N %	13.2%	8.6%	2.9%
	3	Column N %	13.3%	19.1%	22.5%
	4	Column N %	12.6%	16.8%	12.5%
	5 - Very Willing	Column N %	23.1%	37.2%	17.4%
Total	Count	123	514	65	
Q12D Willing to switch 1 Gbps: \$85 per month	1- Very Unwilling	Column N %	53.6%	33.2%	55.9%
	2	Column N %	14.0%	15.1%	17.6%
	3	Column N %	15.1%	21.1%	9.9%
	4	Column N %	8.7%	12.3%	12.0%
	5 - Very Willing	Column N %	8.6%	18.4%	4.6%
Total	Count	120	514	65	
Q12E Willing to switch 1 Gbps: \$95 per month	1- Very Unwilling	Column N %	63.7%	50.4%	72.3%
	2	Column N %	15.6%	18.7%	13.8%
	3	Column N %	8.6%	13.1%	9.9%
	4	Column N %	5.2%	6.5%	2.0%
	5 - Very Willing	Column N %	6.9%	11.3%	2.0%
Total	Count	121	515	65	
Q13A Listening to music (streaming)	Never	Column N %	11.0%	9.5%	23.1%
	Occasionally	Column N %	40.2%	34.2%	35.3%
	Frequently	Column N %	48.8%	56.3%	41.6%
	Total	Count	130	554	74
Q13B Watching movies, videos, or TV	Never	Column N %	10.6%	6.5%	18.6%
	Occasionally	Column N %	19.6%	17.3%	16.1%
	Frequently	Column N %	69.9%	76.2%	65.3%
	Total	Count	131	558	78
Q13C Playing online games	Never	Column N %	62.8%	52.0%	63.0%
	Occasionally	Column N %	25.5%	21.0%	21.7%
	Frequently	Column N %	11.8%	27.0%	15.3%
	Total	Count	128	556	75
Q13E Making video calls	Never	Column N %	33.5%	27.9%	37.4%
	Occasionally	Column N %	45.8%	53.2%	49.3%
	Frequently	Column N %	20.7%	18.9%	13.3%
	Total	Count	131	556	75
Q13F Buying products online	Never	Column N %	1.0%	1.9%	9.7%
	Occasionally	Column N %	37.5%	29.0%	33.4%
	Frequently	Column N %	61.5%	69.1%	56.9%
	Total	Count	132	559	75
Q13G Running a home business	Never	Column N %	65.9%	65.0%	75.2%
	Occasionally	Column N %	11.1%	16.6%	10.5%
	Frequently	Column N %	23.0%	18.4%	14.2%
	Total	Count	131	558	74
Q13H Receiving government info such as service locations or contact info	Never	Column N %	30.1%	27.4%	25.7%
	Occasionally	Column N %	60.5%	55.7%	60.6%
	Frequently	Column N %	9.5%	16.9%	13.7%
	Total	Count	130	556	74
Q13I Conducting government transactions such as permits	Never	Column N %	45.9%	50.7%	55.9%
	Occasionally	Column N %	48.5%	39.4%	38.4%
	Frequently	Column N %	5.6%	9.9%	5.8%
	Total	Count	130	558	74
Q13J Accessing school resources (for parents of school-aged children)	Never	Column N %	63.0%	70.3%	79.2%
	Occasionally	Column N %	15.6%	15.2%	10.7%
	Frequently	Column N %	21.4%	14.5%	10.2%
	Total	Count	125	524	69
Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix	Column N %	60.0%	73.9%	58.4%
	Q14_2 Hulu	Column N %	30.2%	30.7%	35.1%
	Q14_3 Amazon	Column N %	52.4%	66.9%	42.9%
	Q14_4 YouTube	Column N %	77.8%	77.9%	69.7%
	Q14_5 Other	Column N %	18.2%	21.5%	18.5%
	Q14X No response/none selected	Column N %	9.2%	9.0%	21.3%
Total	Count	135	572	82	
Q15A I can choose from multiple Internet providers	1- Not at all Important	Column N %	6.4%	2.9%	6.9%
	2	Column N %	4.0%	4.8%	3.2%
	3	Column N %	27.4%	15.8%	22.7%
	4	Column N %	29.9%	29.0%	22.9%
	5 - Very Important	Column N %	32.3%	47.5%	44.3%
	Total	Count	130	559	75
Q15B I can buy service with very high-speeds (10-100 times DSL or cable speeds)	1- Not at all Important	Column N %	6.3%	2.2%	8.7%
	2	Column N %	6.1%	2.9%	5.2%
	3	Column N %	18.6%	14.0%	19.3%
	4	Column N %	37.1%	28.0%	16.2%
	5 - Very Important	Column N %	31.9%	52.9%	50.6%
	Total	Count	131	560	73
Q15C I can pay for Internet service based on usage (amount of data)	1- Not at all Important	Column N %	21.9%	23.3%	22.8%
	2	Column N %	20.1%	15.0%	12.8%
	3	Column N %	29.2%	27.3%	33.8%
	4	Column N %	13.7%	19.0%	11.5%
	5 - Very Important	Column N %	15.0%	15.4%	19.2%
	Total	Count	129	559	72
Q15D My service provider does not place 'caps' on my total data use	1- Not at all Important	Column N %	2.5%	1.1%	4.1%
	2	Column N %	3.6%	1.8%	3.2%
	3	Column N %	11.3%	10.6%	5.9%
	4	Column N %	28.1%	21.2%	24.6%
	5 - Very Important	Column N %	54.5%	65.4%	62.3%
	Total	Count	129	559	71
Q15E I can use my home Internet connection to support a home business	1- Not at all Important	Column N %	30.6%	34.3%	33.3%
	2	Column N %	10.8%	13.6%	19.2%
	3	Column N %	23.2%	13.8%	18.8%
	4	Column N %	11.7%	10.4%	12.5%
	5 - Very Important	Column N %	23.6%	27.9%	16.2%
	Total	Count	129	561	71
Q15F I can use my home Internet connection to telework part-time for a local job	1- Not at all Important	Column N %	21.3%	19.1%	27.0%
	2	Column N %	11.3%	7.6%	9.9%
	3	Column N %	18.6%	17.8%	14.6%
	4	Column N %	15.3%	18.5%	18.4%
	5 - Very Important	Column N %	33.5%	37.0%	30.1%
	Total	Count	129	560	72
Q15G I can use my home Internet connection to telework full-time for a local job	1- Not at all Important	Column N %	37.7%	37.2%	30.9%
	2	Column N %	14.8%	13.3%	18.0%
	3	Column N %	17.5%	15.1%	20.3%
	4	Column N %	10.8%	10.0%	10.2%

a distant job	5 - Very Important	Column N %	19.2%	24.4%	20.6%
	Total	Count	127	556	72
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling	Column N %	1.5%	.8%	10.1%
	2	Column N %	0.0%	.6%	0.0%
	3	Column N %	2.0%	.5%	1.8%
	4	Column N %	96.4%	98.1%	88.1%
	5 - Very Willing	Column N %	127	551	72
	Total	Count	127	551	72
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	Column N %	6.5%	5.2%	13.7%
	2	Column N %	5.6%	4.9%	4.9%
	3	Column N %	20.5%	13.8%	14.3%
	4	Column N %	22.0%	20.1%	20.0%
	5 - Very Willing	Column N %	45.4%	56.0%	47.2%
	Total	Count	128	554	72
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling	Column N %	34.7%	27.5%	36.5%
	2	Column N %	13.4%	13.8%	17.7%
	3	Column N %	26.0%	24.0%	24.5%
	4	Column N %	16.3%	14.8%	10.8%
	5 - Very Willing	Column N %	9.7%	19.9%	10.5%
	Total	Count	127	547	70
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling	Column N %	64.4%	57.2%	70.6%
	2	Column N %	19.9%	21.1%	17.1%
	3	Column N %	12.2%	14.9%	8.8%
	4	Column N %	2.7%	3.0%	3.5%
	5 - Very Willing	Column N %	.8%	3.8%	0.0%
	Total	Count	127	546	68
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling	Column N %	90.3%	86.8%	94.6%
	2	Column N %	6.5%	7.9%	1.9%
	3	Column N %	1.3%	2.2%	2.6%
	4	Column N %	1.3%	1.0%	0.0%
	5 - Very Willing	Column N %	.5%	2.2%	.9%
	Total	Count	127	544	68
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling	Column N %	0.0%	1.5%	6.2%
	2	Column N %	0.0%	0.0%	.9%
	3	Column N %	0.0%	.6%	.9%
	4	Column N %	2.8%	1.0%	4.4%
	5 - Very Willing	Column N %	97.2%	96.9%	87.6%
	Total	Count	127	552	72
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling	Column N %	1.5%	3.5%	10.0%
	2	Column N %	6.1%	1.9%	3.3%
	3	Column N %	8.6%	8.2%	11.1%
	4	Column N %	22.5%	16.7%	25.5%
	5 - Very Willing	Column N %	61.3%	69.6%	50.1%
	Total	Count	128	555	68
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling	Column N %	19.7%	17.7%	26.0%
	2	Column N %	9.7%	10.2%	16.4%
	3	Column N %	22.8%	18.8%	16.8%
	4	Column N %	20.5%	18.9%	19.4%
	5 - Very Willing	Column N %	27.3%	34.4%	21.4%
	Total	Count	127	549	67
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling	Column N %	51.8%	47.3%	58.4%
	2	Column N %	14.1%	19.2%	23.7%
	3	Column N %	21.6%	17.1%	13.3%
	4	Column N %	5.3%	9.2%	4.6%
	5 - Very Willing	Column N %	7.2%	7.2%	0.0%
	Total	Count	127	544	66
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1 - Very Unwilling	Column N %	82.1%	79.4%	88.8%
	2	Column N %	8.1%	10.1%	10.2%
	3	Column N %	5.9%	5.5%	0.0%
	4	Column N %	1.6%	2.4%	0.0%
	5 - Very Willing	Column N %	2.4%	2.6%	1.0%
	Total	Count	127	541	66
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	Column N %	12.2%	62.8%	23.2%
	Yes, satellite	Column N %	16.2%	3.6%	11.9%
	No	Column N %	71.7%	33.3%	64.1%
	Both cable and satellite	Column N %	0.0%	.2%	.9%
	Total	Count	133	564	79
Q19A Importance of programming features: Local programming	1 - Not at all Important	Column N %	0.0%	5.2%	3.5%
	2	Column N %	3.5%	9.3%	4.5%
	3	Column N %	17.7%	14.7%	6.6%
	4	Column N %	17.3%	18.0%	19.9%
	5 - Very Important	Column N %	61.5%	52.7%	65.6%
	Total	Count	38	374	29
Q19B Importance of programming features: News programming	1 - Not at all Important	Column N %	9.3%	7.6%	0.0%
	2	Column N %	0.0%	9.1%	9.9%
	3	Column N %	24.4%	17.8%	15.7%
	4	Column N %	16.9%	20.8%	13.2%
	5 - Very Important	Column N %	49.4%	44.6%	61.2%
	Total	Count	38	375	29
Q19C Importance of programming features: Music channels	1 - Not at all Important	Column N %	33.9%	42.9%	41.0%
	2	Column N %	32.9%	22.4%	11.5%
	3	Column N %	29.7%	21.4%	24.2%
	4	Column N %	0.0%	6.9%	15.2%
	5 - Very Important	Column N %	3.5%	6.5%	8.0%
	Total	Count	37	367	28
Q19D Importance of programming features: Children's programming	1 - Not at all Important	Column N %	66.1%	52.4%	66.4%
	2	Column N %	13.7%	16.8%	11.6%
	3	Column N %	6.8%	14.6%	12.9%
	4	Column N %	10.0%	10.3%	4.6%
	5 - Very Important	Column N %	3.5%	5.9%	4.6%
	Total	Count	37	371	28
Q19E Importance of programming features: Sports programming	1 - Not at all Important	Column N %	24.3%	18.9%	20.9%
	2	Column N %	3.5%	7.6%	10.6%
	3	Column N %	9.7%	12.4%	12.6%
	4	Column N %	17.6%	18.9%	19.7%
	5 - Very Important	Column N %	45.0%	42.2%	36.1%
	Total	Count	37	374	28
Q19F Importance of programming features: Movie network channels	1 - Not at all Important	Column N %	12.0%	14.1%	2.3%
	2	Column N %	19.3%	12.6%	4.6%
	3	Column N %	12.9%	21.9%	17.6%
	4	Column N %	26.5%	22.1%	32.3%
	5 - Very Important	Column N %	29.3%	29.3%	43.2%
	Total	Count	37	372	28
Q19G Importance of programming features: Specialty channels	1 - Not at all Important	Column N %	13.3%	15.1%	8.2%
	2	Column N %	0.0%	10.1%	4.6%
	3	Column N %	32.5%	25.7%	26.4%
	4	Column N %	35.7%	22.8%	19.9%
	5 - Very Important	Column N %	18.5%	26.2%	40.9%
	Total	Count	37	368	28
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free	Column N %	0.0%	2.2%	2.4%
	\$1 to \$20	Column N %	8.9%	7.5%	2.5%
	\$21 to \$30	Column N %	2.5%	7.1%	4.9%
	\$31 to \$40	Column N %	8.3%	6.0%	13.5%
	\$41 to \$50	Column N %	9.2%	7.0%	8.8%
	\$51 to \$60	Column N %	5.9%	10.8%	12.7%
	\$61 to \$70	Column N %	7.6%	16.0%	7.3%
	More than \$70	Column N %	57.7%	43.5%	47.9%
	Total	Count	38	359	26
Q21 Types of	Q21_1 Fixed (landline) from Century Link	Column N %	44.8%	10.1%	25.4%

Telephone Service Available	Q21_2 Fixed from my cable provider	Column N %	2.2%	27.7%	11.4%
	Q21_3 Wireless from AT&T, etc.	Column N %	77.8%	73.4%	71.5%
	Q21_4 Do not have any telephone service	Column N %	2.2%	6.9%	2.3%
	Q21_5 Other phone service	Column N %	1.4%	3.9%	11.2%
	Q21X No response/none selected	Column N %	2.9%	1.5%	3.2%
	Total	Count	135	572	82
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home internet connection enables telework	Column N %	47.5%	57.6%	46.8%
	Yes, but home internet connection is not fast enough for telework	Column N %	6.6%	4.3%	5.3%
	No	Column N %	43.2%	34.7%	47.1%
	Not sure	Column N %	2.7%	3.4%	.8%
	Total	Count	132	560	78
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home	Column N %	34.6%	41.8%	34.3%
	Someone in my family would like to telework	Column N %	21.1%	16.6%	18.1%
	No	Column N %	43.5%	39.3%	47.6%
	Someone in my family already does telework from home AND Someone in my family would like to telework	Column N %	.7%	2.2%	0.0%
	Total	Count	132	563	78
Q24 Does someone in your household have a home-based business or plan to start a home-	Yes, I/we already have a home-based business	Column N %	23.7%	21.6%	13.9%
	Yes, I/we plan to start one in next three years	Column N %	11.0%	12.1%	12.6%
	No	Column N %	65.3%	66.3%	73.5%
	Total	Count	133	566	80
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your existing or potential	Not at all important	Column N %	1.4%	.3%	3.0%
	Somewhat unimportant	Column N %	5.9%	2.9%	0.0%
	Somewhat important	Column N %	26.7%	12.9%	47.8%
	Very important	Column N %	66.0%	83.9%	49.2%
	Total	Count	46	191	21
Q26A Help provide broadband communications services for local nonprofit organizations	1- Strongly Disagree	Column N %	10.9%	6.6%	8.5%
	2.0	Column N %	6.8%	6.0%	9.3%
	3.0	Column N %	23.3%	28.9%	30.1%
	4.0	Column N %	19.5%	19.5%	20.4%
	5- Strongly Agree	Column N %	39.6%	39.0%	31.7%
	Total	Count	132	555	76
Q26B Help ensure that all residents have access to competitively priced broadband internet services	1- Strongly Disagree	Column N %	5.6%	2.1%	3.4%
	2.0	Column N %	1.2%	2.1%	3.8%
	3.0	Column N %	8.7%	8.4%	10.8%
	4.0	Column N %	21.3%	18.9%	14.2%
	5- Strongly Agree	Column N %	63.2%	68.6%	67.8%
	Total	Count	133	558	76
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband	1- Strongly Disagree	Column N %	4.3%	2.4%	6.4%
	2.0	Column N %	3.5%	2.3%	3.0%
	3.0	Column N %	11.3%	13.6%	10.6%
	4.0	Column N %	22.2%	23.0%	23.6%
	5- Strongly Agree	Column N %	58.6%	58.6%	56.5%
	Total	Count	133	558	75
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive internet	1- Strongly Disagree	Column N %	8.1%	4.8%	7.1%
	2.0	Column N %	6.2%	6.1%	5.4%
	3.0	Column N %	16.4%	21.5%	20.9%
	4.0	Column N %	31.7%	26.7%	30.0%
	5- Strongly Agree	Column N %	37.6%	41.0%	36.6%
	Total	Count	131	553	73
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	1- Strongly Disagree	Column N %	19.0%	18.4%	21.1%
	2	Column N %	23.8%	22.4%	21.7%
	3	Column N %	23.5%	29.8%	20.5%
	4	Column N %	23.0%	20.7%	26.3%
	5- Strongly Agree	Column N %	9.7%	8.7%	10.3%
	Total	Count	130	563	75
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider	1- Strongly Disagree	Column N %	15.8%	12.3%	9.7%
	2.0	Column N %	19.7%	16.6%	12.3%
	3.0	Column N %	26.4%	25.1%	29.1%
	4.0	Column N %	18.5%	24.8%	24.1%
	5- Strongly Agree	Column N %	19.6%	21.2%	24.7%
	Total	Count	132	562	75
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1- Strongly Disagree	Column N %	4.5%	1.9%	2.5%
	2.0	Column N %	4.4%	3.4%	4.8%
	3.0	Column N %	13.5%	9.1%	17.8%
	4.0	Column N %	29.9%	20.7%	20.7%
	5- Strongly Agree	Column N %	47.7%	64.9%	54.1%
	Total	Count	132	563	75
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and	1- Strongly Disagree	Column N %	1.3%	.9%	5.1%
	2.0	Column N %	4.8%	1.9%	2.5%
	3.0	Column N %	20.2%	9.5%	17.1%
	4.0	Column N %	24.4%	24.6%	20.1%
	5- Strongly Agree	Column N %	49.4%	63.0%	55.1%
	Total	Count	130	559	75
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public	Column N %	50.0%	42.4%	34.0%
	Install state-of-the-art network and lease it to competing private companies to offer services to the public	Column N %	18.3%	23.5%	25.7%
	Encourage a private firm to build a fiber network	Column N %	10.7%	13.2%	15.2%
	No role	Column N %	4.6%	4.7%	6.4%
	Don't know	Column N %	12.9%	14.0%	17.1%
	Other/multiple selected	Column N %	3.6%	2.2%	1.7%
	Total	Count	134	559	77

Pearson Chi-Square Tests

SQ1 Services Purchase for Household	Chi-square	106.926
	df	12
	Sig.	.000 ^{b,c,d}
Q2 Are any of these services obtained from the same provider	Chi-square	42.520
	df	4
	Sig.	.000 ^a
Q3A Importance of services: Internet connection (any	Chi-square	9.924
	df	8
	Sig.	.270 ^{b,c,d}
Q3B Importance of services: High-speed Internet connection	Chi-square	40.457
	df	8
	Sig.	.000 ^{b,c,d}
Q3C Importance of services: Basic cable television service	Chi-square	47.339
	df	8
	Sig.	.000 ^a
Q3D Importance of services: Premium cable television	Chi-square	40.099
	df	8
	Sig.	.000 ^a
Q3E Importance of services: Fixed (land line) telephone service	Chi-square	33.775
	df	8
	Sig.	.000 ^a
Q3F Importance of services: Cellular/mobile	Chi-square	40.882
	df	8
	Sig.	.000 ^{b,c,d}

QSGRP Other than cellular/mobile wireless, what is your primary home Internet service?

Q4 Non-Dial-Up	Chi-square	294.005
Internet Services	df	18
Available	Sig.	.000 ^{3d,d}
Q5 Other than	Chi-square	1576.000
cellular/mobile	df	12
wireless, what is your	Sig.	.000 ^{3d,d}
Q6 What is your main	Chi-square	
reason for not	df	
purchasing home	Sig.	
Q7 Approximately	Chi-square	147.823
how much does your	df	14
family pay PER	Sig.	.000 ^{3d,d}
Q8 How would you	Chi-square	31.446
describe the speed of	df	8
your home Internet	Sig.	.000 ^{1,d}
Q9A Importance of	Chi-square	30.412
home Internet service:	df	8
Speed of connection	Sig.	.000 ^{3d,d}
Q9B Importance of	Chi-square	17.883
home Internet service:	df	8
Reliability of	Sig.	.022 ^{3d,d}
Q9C Importance of	Chi-square	6.044
home Internet service:	df	8
Price of services	Sig.	.642 ^{3d,d}
Q9D Importance of	Chi-square	3.438
home Internet service:	df	8
Clarity of bills	Sig.	.904 ^d
Q9E Importance of	Chi-square	7.077
home Internet service:	df	8
Ability to contact	Sig.	.528 ^d
Q9F Importance of	Chi-square	6.183
home Internet service:	df	8
Technical support	Sig.	.627 ^d
Q9G Importance of	Chi-square	10.251
home Internet service:	df	8
Overall customer	Sig.	.248 ^{3d,d}
Q9H Importance of	Chi-square	26.637
home Internet service:	df	8
Ability to 'bundle' with	Sig.	.001 ^{1,d}
Q10A Satisfaction with	Chi-square	24.087
home Internet service:	df	8
Speed of connection	Sig.	.002 ^{1,d}
Q10B Satisfaction with	Chi-square	16.400
home Internet service:	df	8
Reliability of	Sig.	.037 ^{1,d}
Q10C Satisfaction with	Chi-square	131.991
home Internet service:	df	8
Price of services	Sig.	.000 ^{1,d}
Q10D Satisfaction with	Chi-square	41.518
home Internet service:	df	8
Clarity of bills	Sig.	.000 ^{1,d}
Q10E Satisfaction with	Chi-square	46.496
home Internet service:	df	8
Ability to contact	Sig.	.000 ^{1,d}
Q10F Satisfaction with	Chi-square	50.741
home Internet service:	df	8
Technical support	Sig.	.000 ^{1,d}
Q10G Satisfaction	Chi-square	64.808
with home Internet	df	8
service: Overall	Sig.	.000 ^{1,d}
Q10H Satisfaction	Chi-square	15.451
with home Internet	df	8
service: Ability to	Sig.	.051 ^d
Q11A Willing to switch	Chi-square	49.793
100 Mbps: \$55 per	df	8
month	Sig.	.000 ^{1,d}
Q11B Willing to switch	Chi-square	54.812
100 Mbps: \$65 per	df	8
month	Sig.	.000 ^{1,d}
Q11C Willing to switch	Chi-square	44.150
100 Mbps: \$75 per	df	8
month	Sig.	.000 ^{1,d}
Q11D Willing to switch	Chi-square	27.779
100 Mbps: \$85 per	df	8
month	Sig.	.001 ^{1,d}
Q11E Willing to switch	Chi-square	17.036
100 Mbps: \$95 per	df	8
month	Sig.	.030 ^{3d,d}
Q12A Willing to switch	Chi-square	56.882
1 Gbps: \$55 per	df	8
month	Sig.	.000 ^{3d,d}
Q12B Willing to switch	Chi-square	47.327
1 Gbps: \$65 per	df	8
month	Sig.	.000 ^{1,d}
Q12C Willing to switch	Chi-square	49.009
1 Gbps: \$75 per	df	8
month	Sig.	.000 ^{1,d}
Q12D Willing to switch	Chi-square	34.016
1 Gbps: \$85 per	df	8
month	Sig.	.000 ^{1,d}
Q12E Willing to switch	Chi-square	20.160
1 Gbps: \$95 per	df	8
month	Sig.	.010 ^{1,d}
Q13A Listening to	Chi-square	14.867
music (streaming)	df	4
	Sig.	.005 ^{1,d}
Q13B Watching	Chi-square	15.775
movies, videos, or TV	df	4
	Sig.	.003 ^{1,d}
Q13C Playing online	Chi-square	17.403
games	df	4
	Sig.	.002 ^{1,d}
Q13E Making video	Chi-square	5.391
calls	df	4
	Sig.	.249 ^d
Q13F Buying products	Chi-square	21.325
online	df	4
	Sig.	.000 ^{3d,d}
Q13G Running a home	Chi-square	5.835
business	df	4
	Sig.	.212 ^d
Q13H Receiving	Chi-square	5.276
government info such	df	4
as service locations or	Sig.	.260 ^d
Q13I Conducting	Chi-square	6.567
government	df	4
transactions such as	Sig.	.161 ^d
Q13J Accessing school	Chi-square	7.497

resources (for parents	df	4
of school-aged	Sig.	.112 ^d
Q14 Streaming	Chi-square	55.703
Services Accessed Via	df	12
Home Internet	Sig.	.000 ^{7,b,d}
Q15A I can choose	Chi-square	21.044
from multiple Internet	df	8
providers	Sig.	.007 ^{7,b,d}
Q15B I can buy service	Chi-square	33.152
with very high speeds	df	8
(10-100 times DSL or	Sig.	.000 ^{7,b,d}
Q15C I can pay for	Chi-square	7.359
Internet service based	df	8
on usage (amount of	Sig.	.498 ^d
Q15D My service	Chi-square	12.704
provider does not	df	8
place 'caps' on my	Sig.	.122 ^{b,d}
Q15E I can use my	Chi-square	13.794
home Internet	df	8
connection to support	Sig.	.097 ^d
Q15F I can use my	Chi-square	6.048
home Internet	df	8
connection to	Sig.	.642 ^d
Q15G I can use my	Chi-square	5.087
home Internet	df	8
connection to	Sig.	.748 ^d
Q16A Willing to pay	Chi-square	35.697
fiber hook-up fee: \$0	df	6
	Sig.	.000 ^{7,b,c,d}
Q16B Willing to pay	Chi-square	13.662
fiber hook-up fee:	df	8
\$100	Sig.	.091 ^d
Q16C Willing to pay	Chi-square	13.894
fiber hook-up fee:	df	8
\$250	Sig.	.085 ^d
Q16D Willing to pay	Chi-square	10.532
fiber hook-up fee:	df	8
\$500	Sig.	.230 ^{b,d}
Q16E Willing to pay	Chi-square	6.966
fiber hook-up fee:	df	8
\$1,000	Sig.	.540 ^{b,c,d}
Q17A Willing to pay	Chi-square	30.449
fiber hook-up fee if	df	8
save \$20 per month on	Sig.	.000 ^{7,b,c,d}
Q17B Willing to pay	Chi-square	24.688
fiber hook-up fee if	df	8
save \$20 per month on	Sig.	.002 ^{7,b,d}
Q17C Willing to pay	Chi-square	10.802
fiber hook-up fee if	df	8
save \$20 per month on	Sig.	.213 ^d
Q17D Willing to pay	Chi-square	13.485
fiber hook-up fee if	df	8
save \$20 per month on	Sig.	.096 ^d
Q17E Willing to pay	Chi-square	6.939
fiber hook-up fee if	df	8
save \$20 per month on	Sig.	.543 ^{b,d}
Q18 Do you purchase	Chi-square	146.921
cable or satellite	df	6
television service at	Sig.	.000 ^{7,b,c,d}
Q19A Importance of	Chi-square	7.759
programming	df	8
features: Local	Sig.	.457 ^{b,d}
Q19B Importance of	Chi-square	9.655
programming	df	8
features: News	Sig.	.290 ^{b,d}
Q19C Importance of	Chi-square	10.859
programming	df	8
features: Music	Sig.	.210 ^{b,d}
Q19D Importance of	Chi-square	6.027
programming	df	8
features: Children's	Sig.	.644 ^{b,d}
Q19E Importance of	Chi-square	2.683
programming	df	8
features: Sports	Sig.	.953 ^{b,d}
Q19F Importance of	Chi-square	9.642
programming	df	8
features: Movie	Sig.	.291 ^{b,d}
Q19G Importance of	Chi-square	11.313
programming	df	8
features: Specialty	Sig.	.185 ^{b,d}
Q20 Approximately	Chi-square	11.961
how much do you pay	df	14
PER MONTH for cable	Sig.	.609 ^{b,c,d}
Q21 Types of	Chi-square	162.309
Telephone Service	df	12
Available	Sig.	.000 ^{7,b,d}
Q22 Is any member of	Chi-square	9.322
your family allowed by	df	6
his/her employer to	Sig.	.156 ^{b,d}
Q23 Are you or any	Chi-square	7.572
member of your	df	6
household currently	Sig.	.271 ^d
Q24 Does someone in	Chi-square	3.124
your household have a	df	4
home-based business	Sig.	.537 ^d
Q25 How IMPORTANT	Chi-square	24.064
or UNIMPORTANT is a	df	6
high-speed Internet	Sig.	.001 ^{7,b,c,d}
Q26A Help provide	Chi-square	5.619
broadband	df	8
communications	Sig.	.690 ^d
Q26B Help ensure that	Chi-square	7.244
all residents have	df	8
access to	Sig.	.511 ^{b,d}
Q26C Help ensure that	Chi-square	6.008
all school-aged	df	8
students, parents, and	Sig.	.646 ^{b,d}
Q26D Build a publicly-	Chi-square	5.500
financed network on	df	8
which competing	Sig.	.703 ^d
Q27A The competitive	Chi-square	5.540
market currently	df	8
offers high-speed	Sig.	.699 ^d
Q27B The availability	Chi-square	6.824
of competitively	df	8
priced high-speed	Sig.	.556 ^d
Q27C High-speed	Chi-square	19.372
Internet access is (or is	df	8

quickly becoming) as	Sig.	.013 ^{a,d}
Q27D) find it more efficient if businesses and my household	Chi-square	27.976
	df	8
	Sig.	.000 ^{a,d}
Q28 What do you think the MAIN role for the Seattle city	Chi-square	8.542
	df	10
	Sig.	.576 ^d

Results are based on nonempty rows and columns in each innermost subtable.

a. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

d. Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the computation of

Comparisons of Column Proportions^{c,d}

		Q5GRP Other than cellular/mobile wireless,		
		DSL	Cable modem	Other
		(A)	(B)	(C)
SQ1 Services Purchase for Household	Q1_1 Internet service	.	C	
	Q1_2 Cable or satellite television	.	A C	
	Q1_3 Fixed (land-line) telephone service	B		
	Q1_4 Cellular/mobile telephone service	C	C	
	Q1_5 Don't know which services purchase	.	.	.
	Q1_6 None (no services purchased)	.	.	.
	Q1x No response/none selected	.	.	.
Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled			
	All services are obtained through separate providers	B		A B
	Some services are bundled, some are sold separately	C	C	
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important			
	2	.		.
	3			A C
	4			B
	5 - Very Important			
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important			B
	2	B		B
	3			
	4	B		
	5 - Very Important		A C	
Q3C Importance of services: Basic cable television service	1 - Not at All Important	B C		
	2			
	3			
	4			
	5 - Very Important		A	
Q3D Importance of services: Premium cable television services	1 - Not at All Important	B		
	2			
	3			
	4			
	5 - Very Important			A
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important		A C	
	2			
	3	B		
	4			
	5 - Very Important			B
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important			B
	2			
	3			B
	4			
	5 - Very Important	C	C	
SQ4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)	B C		
	Q4_2 Cable modem		A C	
	Q4_3 Satellite	B C		
	Q4_4 Fixed wireless	B		B
	Q4_5 Cellular/mobile wireless	C	C	
	Q4_6 Condo or Apartment Association Internet			A B
	Q4_7 Don't know which Internet services are available			B
	Q4_8 None (no Internet services available)	.	.	.
	Q4x No response/none selected	.	.	.
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	No home Internet service	.	.	.
	Telephone line-dial-up	.	.	.
	Digital Subscriber Line (DSL)	.	.	.
	Cable modem	.	.	.
	Satellite	.	.	.
	Fixed Wireless	.	.	.
	Condo or Apartment Association Internet	.	.	.
	Other	.	.	.
Q6 What is your main reason for not purchasing home Internet service?	We have Internet-enabled devices (computer/tablet) in our home	a,b	a,b	a,b
	My family and I have no need for the Internet	a,b	a,b	a,b
	We can get Internet access at another location	a,b	a,b	a,b
	Costs are too expensive	a,b	a,b	a,b
	Cellular/mobile data service meets our needs	a,b	a,b	a,b
	Free	.	.	.
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	\$1 to \$30			
	\$31 to \$40	B		B
	\$41 to \$50	B		B
	\$51 to \$60			
	\$61 to \$70		A C	
	More than \$70		A	
	Q8 How would you describe the speed of your home Internet connection?	Very slow		
Slow	B			
Medium				
Fast		C		
Very fast			A B	
Q9A Importance of home Internet service: Speed of connection	1 - Not at All Important	.		
	2			
	3			B
	4	B		
	5 - Very Important		A	
Q9B Importance of home Internet service: Reliability of connection	1 - Not at All Important	.	.	.
	2	.	.	.
	3	.	.	.
	4	B		
	5 - Very Important		A	
Q9C Importance of home Internet service: Price of services	1 - Not at All Important	.		.
	2	.		.
	3			
	4			
	5 - Very Important			
Q9D Importance of home Internet service: Clarity of bills	1 - Not at All Important			
	2			
	3			
	4			
	5 - Very Important			
Q9E Importance of home Internet service:	1 - Not at All Important	.		
	2			

Ability to contact provider	3			
	4			
	5 - Very Important			
Q9F Importance of home Internet service:	1 - Not at All Important			
Technical support service	2			
	3			
	4			
	5 - Very Important			
Q9G Importance of home Internet service:	1 - Not at All Important			
Overall customer service	2			
	3			
	4			
	5 - Very Important			
Q9H Importance of home Internet service:	1 - Not at All Important	B		
Ability to 'bundle' with cable TV service	2			
	3			
	4			
	5 - Very Important			
Q10A Satisfaction with home Internet service:	1 - Very Dissatisfied			
Speed of connection	2			
	3			
	4	C	C	
	5 - Very Satisfied			A B
Q10B Satisfaction with home Internet service:	1 - Very Dissatisfied		A	
Reliability of connection	2			
	3			
	4			
	5 - Very Satisfied			B
Q10C Satisfaction with home Internet service:	1 - Very Dissatisfied		A C	
Price of services	2			
	3			
	4	B		B
	5 - Very Satisfied	B		B
Q10D Satisfaction with home Internet service:	1 - Very Dissatisfied			
Clarity of bills	2			
	3		C	
	4			B
	5 - Very Satisfied	B		B
Q10E Satisfaction with home Internet service:	1 - Very Dissatisfied			
Ability to contact provider	2		A	
	3	B		
	4	B		B
	5 - Very Satisfied			
Q10F Satisfaction with home Internet service:	1 - Very Dissatisfied		A	
Technical support service	2			
	3		C	
	4	B		B
	5 - Very Satisfied			B
Q10G Satisfaction with home Internet service: Overall customer service	1 - Very Dissatisfied		A C	
	2			
	3			
	4	B		B
	5 - Very Satisfied			B
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1 - Very Dissatisfied			
	2			
	3	C		
	4			
	5 - Very Satisfied			
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling	B		B
	2	B		
	3			
	4			
	5 - Very Willing		A C	
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling	B		B
	2			
	3			
	4			
	5 - Very Willing		A C	
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling	B		B
	2			
	3			
	4			
	5 - Very Willing		A C	
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling	B		B
	2			
	3			
	4			
	5 - Very Willing			
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling			B
	2			
	3			
	4			
	5 - Very Willing			
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling	B		B
	2			B
	3	B		
	4			
	5 - Very Willing		A C	
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling	B		B
	2	B		
	3			
	4			
	5 - Very Willing		A C	
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling	B		B
	2			
	3			
	4			
	5 - Very Willing		A C	
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling	B		B
	2			
	3			
	4			
	5 - Very Willing		A C	
Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling	B		B
	2			
	3			
	4			
	5 - Very Willing			
Q13A Listening to music (streaming)	Never			B
	Occasionally			
	Frequently			
Q13B Watching movies, videos, or TV	Never			B
	Occasionally			
	Frequently			
Q13C Playing online games	Never			
	Occasionally			
	Frequently		A	
Q13E Making video	Never			

calls	Occasionally			
	Frequently			
Q13F Buying products online	Never			A B
	Occasionally			
	Frequently			
Q13G Running a home business	Never			
	Occasionally			
	Frequently			
Q13H Receiving government info such as service locations or government	Never			
	Occasionally			
	Frequently			
Q13I Conducting government transactions such as	Never			
	Occasionally			
	Frequently			
Q13J Accessing school resources (for parents of school-aged	Never			
	Occasionally			
	Frequently			
Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix		A C	
	Q14_2 Hulu			
	Q14_3 Amazon		A C	
	Q14_4 YouTube			
	Q14_5 Other			
	Q14X No response/none selected			A B
Q15A I can choose from multiple Internet providers	1- Not at all Important			
	2			
	3	B		
	4			
	5- Very Important		A	
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1- Not at all Important	B		B
	2			
	3			
	4	C		
	5- Very Important		A	A
Q15C I can pay for Internet service based on usage (amount of data)	1- Not at all Important			
	2			
	3			
	4			
	5- Very Important			
Q15D My service provider does not place 'caps' on my total data use	1- Not at all Important			
	2			
	3			
	4			
	5- Very Important			
Q15E I can use my home Internet connection to support a home business	1- Not at all Important			
	2			
	3	B		
	4			
	5- Very Important			
Q15F I can use my home Internet connection to telework part-time for a local job	1- Not at all Important			
	2			
	3			
	4			
	5- Very Important			
Q15G I can use my home Internet connection to telework full-time for a distant job	1- Not at all Important			
	2			
	3			
	4			
	5- Very Important			
Q16A Willing to pay fiber hook-up fee: \$0	1- Very Unwilling			A B
	2			
	3	*		*
	4			
	5- Very Willing		C	
Q16B Willing to pay fiber hook-up fee: \$100	1- Very Unwilling			B
	2			
	3			
	4			
	5- Very Willing			
Q16C Willing to pay fiber hook-up fee: \$250	1- Very Unwilling			
	2			
	3			
	4			
	5- Very Willing		A	
Q16D Willing to pay fiber hook-up fee: \$500	1- Very Unwilling			
	2			
	3			
	4			
	5- Very Willing			*
Q16E Willing to pay fiber hook-up fee: \$1,000	1- Very Unwilling			
	2			
	3			
	4			*
	5- Very Willing			
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1- Very Unwilling	*		B
	2	*	*	
	3	*		
	4			
	5- Very Willing	C	C	
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1- Very Unwilling			A B
	2			
	3	B		
	4			
	5- Very Willing		C	
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1- Very Unwilling			
	2			
	3			
	4			
	5- Very Willing			
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1- Very Unwilling			
	2			
	3			
	4			
	5- Very Willing			*
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1- Very Unwilling			
	2			
	3			*
	4			*
	5- Very Willing		A C	
Q18 Do you purchase cable or satellite television service at home?	Yes, cable		A C	
	Yes, satellite	B		B
	No	B		B
	Both cable and satellite	*		
Q19A Importance of programming features: Local programming	1- Not at all Important	*		
	2			
	3			
	4			
	5- Very Important			
Q19B Importance of programming	1- Not at all Important			*
	2	*		

features: News programming	3			
	4			
	5 - Very Important			
Q19C Importance of programming features: Music channels	1 - Not at all Important			
	2			
	3			
	4		*	
	5 - Very Important			
Q19D Importance of programming features: Children's programming	1 - Not at all Important			
	2			
	3			
	4			
	5 - Very Important			
Q19E Importance of programming features: Sports programming	1 - Not at all Important			
	2			
	3			
	4			
	5 - Very Important			
Q19F Importance of programming features: Movie network channels	1 - Not at all Important			
	2			
	3			
	4			
	5 - Very Important			
Q19G Importance of programming features: Specialty channels	1 - Not at all Important			
	2		*	
	3			
	4			
	5 - Very Important			
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free		*	
	\$1 to \$20			
	\$21 to \$30			
	\$31 to \$40			
	\$41 to \$50			
	\$51 to \$60			
	\$61 to \$70			
	More than \$70			
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link	B C		B
	Q21_2 Fixed from my cable provider		A C	A
	Q21_3 Wireless from AT&T, etc.			
	Q21_4 Do not have any telephone service			
	Q21_5 Other phone service			A B
	Q21X No response/none selected			
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home Internet connection enables telework			
	Yes, but home Internet connection is not fast enough for telework			
	No			
	Not sure			
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home			
	Someone in my family would like to telework			*
	No			
	Someone in my family already does telework from home AND Someone in my family would like to telework			
Q24 Does someone in your household have a home-based business?	Yes, I/we already have a home-based business			
	Yes, I/we plan to start one in next three years			
	No			
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for your	Not at all important			
	Somewhat unimportant			*
	Somewhat important			B
	Very important	A C		
Q26A Help provide broadband communications services for local nonprofit	1 - Strongly Disagree			
	2.0			
	3.0			
	4.0			
	5 - Strongly Agree			
Q26B Help ensure that all residents have access to competitively priced broadband Internet	1 - Strongly Disagree			
	2.0			
	3.0			
	4.0			
	5 - Strongly Agree			
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively	1 - Strongly Disagree			
	2.0			
	3.0			
	4.0			
	5 - Strongly Agree			
Q26D Build a publicly-financed network on which competing private sector companies can offer	1 - Strongly Disagree			
	2.0			
	3.0			
	4.0			
	5 - Strongly Agree			
Q27A The competitive market currently offers high-speed Internet access at prices that my family	1 - Strongly Disagree			
	2			
	3			
	4			
	5 - Strongly Agree			
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a	1 - Strongly Disagree			
	2.0			
	3.0			
	4.0			
	5 - Strongly Agree			
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree			
	2.0			
	3.0			
	4.0			
	5 - Strongly Agree	A		
Q27D I find it more efficient if businesses and my household have high-speed Internet access to	1 - Strongly Disagree			B
	2.0			
	3.0	B		
	4.0			
	5 - Strongly Agree	A		
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public			
	Install state-of-the-art network and lease it to competing private companies to offer services to the public			
	Encourage a private firm to build a fiber network			
	No role			
	Don't know			
	Other/multiple selected			

Results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller column

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. This category is not used in comparisons because the sum of case weights is less than two.

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Crosstabulations by Q18 Television Service

			Q18 Do you purchase cable or satellite television			
			Yes, cable	Yes, satellite	No	Total
Q1 Services Purchase for Household	Q1_1 Internet service	Column N %	95.9%	97.0%	95.5%	95.8%
	Q1_2 Cable or satellite television	Column N %	94.8%	100.0%	2.2%	55.2%
	Q1_3 Fixed (land-line) telephone service	Column N %	47.0%	50.2%	20.6%	35.8%
	Q1_4 Cellular/mobile telephone service	Column N %	89.6%	96.5%	88.2%	89.4%
	Q1_5 Don't know which services purchase	Column N %	0.0%	0.0%	.7%	.3%
	Q1_6 None (no services purchased)	Column N %	.2%	0.0%	.5%	.3%
	Q1x No response/none selected	Column N %	1.3%	0.0%	.5%	.8%
	Total	Count	409	55	353	817
		Column N %	11.7%	3.0%	7.6%	9.4%
		Column N %	8.7%	39.3%	75.2%	39.1%
Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled	Column N %	11.7%	3.0%	7.6%	9.4%
	All services are obtained through separate providers	Column N %	8.7%	39.3%	75.2%	39.1%
	Some services are bundled, some are sold separately	Column N %	79.5%	57.8%	17.2%	51.5%
	Count	399	53	335	788	
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important	Column N %	2.6%	3.2%	2.7%	2.7%
	2	Column N %	.4%	0.0%	0.0%	.2%
	3	Column N %	4.6%	9.0%	4.2%	4.7%
	4	Column N %	7.8%	5.9%	10.2%	8.7%
	5 - Very Important	Column N %	84.6%	81.9%	82.9%	83.7%
	Total	Count	402	51	346	799
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important	Column N %	3.3%	3.1%	3.7%	3.4%
	2	Column N %	2.1%	4.3%	3.6%	2.9%
	3	Column N %	7.0%	7.4%	7.0%	7.0%
	4	Column N %	17.5%	17.8%	18.6%	18.0%
	5 - Very Important	Column N %	70.1%	67.4%	67.1%	68.6%
	Total	Count	404	53	342	799
Q3C Importance of services: Basic cable television service	1 - Not at All Important	Column N %	6.6%	9.6%	70.5%	34.3%
	2	Column N %	13.6%	10.6%	11.0%	12.3%
	3	Column N %	22.2%	29.2%	13.5%	18.9%
	4	Column N %	23.4%	16.0%	2.0%	13.7%
	5 - Very Important	Column N %	34.2%	34.6%	3.0%	20.8%
	Total	Count	400	51	341	792
Q3D Importance of services: Premium cable television services	1 - Not at All Important	Column N %	24.5%	17.9%	81.5%	48.5%
	2	Column N %	22.0%	12.8%	8.3%	15.5%
	3	Column N %	21.7%	16.9%	7.9%	15.4%
	4	Column N %	18.5%	27.1%	.9%	11.5%
	5 - Very Important	Column N %	13.3%	25.4%	1.4%	9.0%
	Total	Count	397	53	339	789
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important	Column N %	53.2%	40.1%	71.5%	60.3%
	2	Column N %	9.2%	16.2%	4.6%	7.7%
	3	Column N %	12.6%	9.2%	12.5%	12.4%
	4	Column N %	10.5%	7.3%	5.8%	8.3%
	5 - Very Important	Column N %	14.4%	27.2%	5.6%	11.4%
	Total	Count	399	53	348	801
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important	Column N %	2.9%	0.0%	1.7%	2.2%
	2	Column N %	.9%	4.2%	.7%	1.1%
	3	Column N %	3.0%	3.6%	4.5%	3.7%
	4	Column N %	12.2%	8.4%	9.7%	10.8%
	5 - Very Important	Column N %	80.9%	83.8%	83.4%	82.2%
	Total	Count	405	54	348	807
Q4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)	Column N %	54.4%	65.4%	60.7%	57.9%
	Q4_2 Cable modem	Column N %	90.1%	73.3%	77.4%	83.5%
	Q4_3 Satellite	Column N %	46.2%	67.3%	41.4%	45.5%
	Q4_4 Fixed wireless	Column N %	18.8%	9.1%	24.1%	20.4%
	Q4_5 Cellular/mobile wireless	Column N %	66.6%	60.8%	60.5%	63.6%
	Q4_6 Condo or Apartment Association Internet	Column N %	3.0%	3.1%	4.4%	3.6%
	Q4_7 Don't know which Internet services are available	Column N %	8.8%	7.7%	15.3%	11.5%
	Q4_8 None (no Internet services available)	Column N %	.8%	0.0%	1.3%	1.0%
	Q4X No response/none selected	Column N %	1.6%	3.2%	.9%	1.4%
	Total	Count	409	55	353	817
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	No home internet service	Column N %	1.9%	3.1%	3.5%	2.7%
	Telephone line-dial-up	Column N %	.2%	0.0%	.6%	.4%
	Digital Subscriber Line (DSL)	Column N %	4.1%	40.5%	27.5%	16.7%
	Cable modem	Column N %	89.3%	38.6%	54.3%	70.8%
	Satellite	Column N %	0.0%	8.6%	.2%	.7%
	Fixed Wireless	Column N %	1.0%	2.4%	8.3%	4.3%
	Condo or Apartment Association Internet	Column N %	.5%	3.2%	3.7%	2.0%
	Other	Column N %	2.9%	3.7%	2.0%	2.5%
	Total	Count	397	53	346	796
		Column N %	0.0%	0.0%	0.0%	0.0%
Q6 What is your main reason for not purchasing home Internet service?	We have Internet-enabled devices (computer/tablet) in our home	Column N %	66.8%	100.0%	10.0%	38.1%
	My family and I have no need for the Internet	Column N %	8.3%	0.0%	12.7%	10.2%
	We can get Internet access at another location	Column N %	8.3%	0.0%	12.7%	10.2%
	Costs are too expensive	Column N %	16.6%	0.0%	71.0%	44.9%
	Cellular/mobile data service meets our needs	Column N %	8.3%	0.0%	6.4%	6.8%
	Total	Count	8	1	10	19
Q7 Approximately how much does your family pay PER MONTH for your home internet service?	Free	Column N %	.2%	0.0%	.2%	.2%
	\$1 to \$20	Column N %	2.1%	0.0%	2.2%	2.0%
	\$21 to \$30	Column N %	4.1%	4.1%	3.5%	3.8%
	\$31 to \$40	Column N %	4.7%	25.8%	22.3%	13.9%
	\$41 to \$50	Column N %	15.7%	6.1%	15.4%	15.0%
	\$51 to \$60	Column N %	25.2%	17.5%	15.7%	20.5%
	\$61 to \$70	Column N %	16.4%	10.1%	17.9%	16.6%
	More than \$70	Column N %	31.6%	36.5%	22.9%	28.0%
	Total	Count	369	48	331	747
		Column N %	1.2%	2.6%	3.9%	2.5%
Q8 How would you describe the speed of your home Internet	Very slow	Column N %	1.2%	2.6%	3.9%	2.5%
	Slow	Column N %	6.0%	13.4%	8.9%	7.7%

Mean Ratings by Q18 Television Service

	Q18 Do you purchase cable or satellite television service at home?		
	Yes, cable	Yes, satellite	No
	Mean	Mean	Mean
Q3A Importance of services: Internet connection (any speed)	4.7	4.6	4.7
Q3B Importance of services: High-speed Internet connection	4.5	4.4	4.4
Q3C Importance of services: Basic cable television service	3.6	3.6	1.6
Q3D Importance of services: Premium cable television services	2.7	3.3	1.3
Q3E Importance of services: Fixed (land-line) telephone service	2.2	2.7	1.7
Q3F Importance of services: Cellular/mobile telephone service	4.7	4.7	4.7
Q3A Importance of home Internet service: Speed of connection	4.6	4.7	4.6
Q3B Importance of home Internet service: Reliability of connection	4.9	5.0	4.9
Q3C Importance of home Internet service: Price of services	4.5	4.5	4.5
Q3D Importance of home Internet service: Clarity of bills	3.9	3.9	3.7
Q3E Importance of home Internet service: Ability to contact provider	4.1	4.1	3.8
Q3F Importance of home Internet service: Technical support service	4.2	4.0	3.8
Q3G Importance of home Internet service: Overall customer service	4.3	4.3	4.1
Q3H Importance of home Internet service: Ability to 'bundle' with cable TV service	2.7	2.4	1.5
Q3I Satisfaction with home Internet service: Speed of connection	3.5	3.4	3.3
Q3J Satisfaction with home Internet service: Reliability of connection	3.5	3.6	3.4
Q3K Satisfaction with home Internet service: Price of services	2.2	2.8	2.7
Q3L Satisfaction with home Internet service: Clarity of bills	2.9	3.2	3.3
Q3M Satisfaction with home Internet service: Ability to contact provider	3.1	3.2	3.2
Q3N Satisfaction with home Internet service: Technical support service	3.0	3.3	3.1
Q3O Satisfaction with home Internet service: Overall customer service	2.8	3.2	3.0
Q3P Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	3.1	3.1	2.8
Q3Q Willing to switch 100 Mbps: \$55 per month	4.4	4.4	4.3
Q3R Willing to switch 100 Mbps: \$65 per month	3.7	3.6	3.4
Q3S Willing to switch 100 Mbps: \$75 per month	2.8	2.7	2.6
Q3T Willing to switch 100 Mbps: \$85 per month	2.1	1.9	1.9
Q3U Willing to switch 100 Mbps: \$95 per month	1.7	1.4	1.5
Q3V Willing to switch 1 Gbps: \$55 per month	4.5	4.5	4.4
Q3W Willing to switch 1 Gbps: \$65 per month	4.1	3.9	3.9
Q3X Willing to switch 1 Gbps: \$75 per month	3.3	3.2	3.1
Q3Y Willing to switch 1 Gbps: \$85 per month	2.6	2.3	2.4
Q3Z Willing to switch 1 Gbps: \$95 per month	2.1	1.8	1.9
Q3AA I can choose from multiple Internet providers	4.1	4.2	4.0
Q3AB I can buy service with very high speeds (10-100 times DSL or cable speeds)	4.2	4.1	4.1
Q3AC I can pay for Internet service based on usage (amount of data)	3.0	3.3	2.7
Q3AD My service provider does not place 'caps' on my total data use	4.4	4.3	4.5
Q3AE I can use my home Internet connection to support a home business	2.7	2.8	3.0
Q3AF I can use my home Internet connection to telework part-time for a local job	3.3	3.0	3.6
Q3AG I can use my home Internet connection to telework full-time for a distant job	2.6	2.9	2.8
Q3AH Willing to pay fiber hook-up fee: \$0	4.9	5.0	4.9
Q3AI Willing to pay fiber hook-up fee: \$100	4.1	4.3	4.0
Q3AJ Willing to pay fiber hook-up fee: \$250	2.7	2.9	2.7
Q3AK Willing to pay fiber hook-up fee: \$500	1.7	1.8	1.7
Q3AL Willing to pay fiber hook-up fee: \$1,000	1.2	1.2	1.2
Q3AM Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	4.9	4.9	4.9
Q3AN Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	4.4	4.5	4.4
Q3AO Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	3.3	3.4	3.4
Q3AP Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	2.0	2.0	2.1
Q3AQ Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1.3	1.4	1.4
Q3AR Importance of programming features: Local programming	4.1	4.2	
Q3AS Importance of programming features: News programming	3.9	3.9	
Q3AT Importance of programming features: Music channels	2.1	2.2	
Q3AU Importance of programming features: Children's programming	1.9	2.0	
Q3AV Importance of programming features: Sports programming	3.5	3.8	
Q3AW Importance of programming features: Movie network channels	3.4	3.4	
Q3AX Importance of programming features: Specialty channels	3.4	3.5	
Q3AY Help provide broadband communications services for local nonprofit organizations	3.7	3.7	3.8
Q3AZ Help ensure that all residents have access to competitively priced broadband Internet services	4.4	4.5	4.5
Q3BA Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	4.3	4.3	4.3
Q3BB Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	3.9	3.9	3.9
Q3BC The competitive market currently offers high-speed Internet access at prices that my family can afford	2.8	2.8	2.8
Q3BD The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	3.1	3.5	3.3
Q3BE High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	4.3	4.4	4.3
Q3BF I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	4.3	4.6	4.4

Comparisons of Column Means^{a,b}

	Q18 Do you purchase cable or satellite television service at home?		
	Yes, cable	Yes, satellite	No
	(A)	(B)	(C)
Q3A Importance of services: Internet connection (any speed)			
Q3B Importance of services: High-speed Internet connection			
Q3C Importance of services: Basic cable television service	C	C	C
Q3D Importance of services: Premium cable television services	C	A	C
Q3E Importance of services: Fixed (land-line) telephone service	C	C	C
Q3F Importance of services: Cellular/mobile telephone service			
Q3A Importance of home Internet service: Speed of connection			
Q3B Importance of home Internet service: Reliability of connection			
Q3C Importance of home Internet service: Price of services			
Q3D Importance of home Internet service: Clarity of bills			
Q3E Importance of home Internet service: Ability to contact provider	C		
Q3F Importance of home Internet service: Technical support service	C		
Q3G Importance of home Internet service: Overall customer service	C		
Q3H Importance of home Internet service: Ability to 'bundle' with cable TV service	C	C	

connection?	Medium	Column N %	44.3%	40.3%	46.9%	45.2%
	Fast	Column N %	42.7%	32.1%	33.4%	38.0%
	Very fast	Column N %	5.8%	11.6%	6.9%	6.7%
	Total	Count	388	50	335	772
Q9A Importance of home Internet service: Speed of connection	1 - Not at All Important	Column N %	4%	0.0%	2%	3%
	2	Column N %	4%	0.0%	3%	3%
	3	Column N %	4.0%	7.3%	6.0%	5.1%
	4	Column N %	25.1%	15.3%	26.3%	25.0%
	5 - Very Important	Column N %	70.0%	77.4%	67.2%	69.2%
Total	Count	390	49	337	775	
Q9B Importance of home Internet service: Reliability of connection	1 - Not at All Important	Column N %	2%	0.0%	0.0%	1%
	2	Column N %	2%	0.0%	0.0%	1%
	3	Column N %	3%	0.0%	2%	2%
	4	Column N %	11.0%	2.6%	8.3%	9.3%
	5 - Very Important	Column N %	88.4%	97.4%	91.5%	90.3%
Total	Count	390	50	335	775	
Q9C Importance of home Internet service: Price of services	1 - Not at All Important	Column N %	4%	0.0%	2%	3%
	2	Column N %	8%	0.0%	8%	7%
	3	Column N %	9.7%	13.8%	7.3%	8.9%
	4	Column N %	26.6%	23.5%	32.4%	28.9%
	5 - Very Important	Column N %	62.5%	62.7%	59.4%	61.1%
Total	Count	390	50	337	777	
Q9D Importance of home Internet service: Clarity of bills	1 - Not at All Important	Column N %	3.7%	4.0%	3.2%	3.5%
	2	Column N %	9.9%	7.3%	12.4%	10.8%
	3	Column N %	21.6%	24.7%	28.9%	24.9%
	4	Column N %	24.2%	24.0%	24.4%	24.3%
	5 - Very Important	Column N %	40.7%	39.9%	31.2%	36.5%
Total	Count	389	49	335	773	
Q9E Importance of home Internet service: Ability to contact provider	1 - Not at All Important	Column N %	1.6%	0.0%	1.0%	1.2%
	2	Column N %	6.1%	15.7%	8.7%	7.8%
	3	Column N %	17.5%	10.5%	30.6%	22.7%
	4	Column N %	27.6%	27.0%	26.1%	26.9%
	5 - Very Important	Column N %	47.2%	46.9%	33.6%	41.3%
Total	Count	390	50	335	775	
Q9F Importance of home Internet service: Technical support service	1 - Not at All Important	Column N %	1.6%	0.0%	2.7%	2.0%
	2	Column N %	7.1%	16.1%	8.5%	8.3%
	3	Column N %	14.4%	11.4%	29.2%	20.6%
	4	Column N %	27.0%	27.9%	26.2%	26.7%
	5 - Very Important	Column N %	49.9%	44.6%	33.5%	42.5%
Total	Count	390	48	335	774	
Q9G Importance of home Internet service: Overall customer service	1 - Not at All Important	Column N %	1.4%	0.0%	1.0%	1.2%
	2	Column N %	2.8%	2.1%	5.0%	3.7%
	3	Column N %	12.0%	16.0%	19.2%	15.4%
	4	Column N %	30.9%	28.5%	35.5%	32.7%
	5 - Very Important	Column N %	52.9%	53.4%	39.3%	47.1%
Total	Count	390	49	334	774	
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	1 - Not at All Important	Column N %	30.6%	33.8%	72.4%	48.9%
	2	Column N %	13.9%	18.4%	15.0%	14.7%
	3	Column N %	26.5%	28.8%	9.4%	19.3%
	4	Column N %	14.7%	12.3%	.9%	8.6%
	5 - Very Important	Column N %	14.2%	6.7%	2.3%	8.6%
Total	Count	388	48	334	771	
Q10A Satisfaction with home Internet service: Speed of connection	1 - Very Dissatisfied	Column N %	3.6%	5.7%	6.5%	5.0%
	2	Column N %	11.0%	20.0%	14.6%	13.2%
	3	Column N %	33.9%	21.1%	31.9%	32.2%
	4	Column N %	34.7%	32.3%	33.5%	34.0%
	5 - Very Satisfied	Column N %	16.7%	20.9%	13.5%	15.6%
Total	Count	392	50	332	774	
Q10B Satisfaction with home Internet service: Reliability of connection	1 - Very Dissatisfied	Column N %	4.9%	4.6%	7.6%	6.1%
	2	Column N %	10.5%	10.8%	9.9%	10.3%
	3	Column N %	31.0%	29.8%	31.0%	30.9%
	4	Column N %	36.7%	32.7%	35.0%	35.7%
	5 - Very Satisfied	Column N %	16.8%	22.0%	16.5%	17.0%
Total	Count	391	50	331	772	
Q10C Satisfaction with home Internet service: Price of services	1 - Very Dissatisfied	Column N %	32.4%	15.3%	20.5%	26.2%
	2	Column N %	29.4%	22.8%	22.3%	25.9%
	3	Column N %	29.4%	32.4%	28.6%	29.2%
	4	Column N %	7.3%	21.8%	21.7%	14.4%
	5 - Very Satisfied	Column N %	1.6%	7.7%	6.8%	4.2%
Total	Count	391	51	329	770	
Q10D Satisfaction with home Internet service: Clarity of bills	1 - Very Dissatisfied	Column N %	12.4%	7.0%	5.5%	9.1%
	2	Column N %	18.3%	18.3%	12.0%	15.6%
	3	Column N %	42.0%	39.8%	44.2%	42.8%
	4	Column N %	20.1%	21.5%	28.5%	23.7%
	5 - Very Satisfied	Column N %	7.3%	13.4%	9.8%	8.7%
Total	Count	389	49	325	763	
Q10E Satisfaction with home Internet service: Ability to contact provider	1 - Very Dissatisfied	Column N %	8.1%	6.1%	6.3%	7.2%
	2	Column N %	16.4%	20.2%	14.1%	15.7%
	3	Column N %	44.2%	36.6%	41.5%	42.6%
	4	Column N %	21.4%	20.8%	28.1%	24.2%
	5 - Very Satisfied	Column N %	9.9%	16.3%	9.9%	10.3%
Total	Count	391	49	322	762	
Q10F Satisfaction with home Internet service: Technical support service	1 - Very Dissatisfied	Column N %	12.7%	8.3%	8.9%	10.8%
	2	Column N %	16.0%	6.9%	14.3%	14.7%
	3	Column N %	42.5%	48.5%	41.1%	42.3%
	4	Column N %	20.7%	20.4%	29.4%	24.4%
	5 - Very Satisfied	Column N %	8.1%	15.8%	6.3%	7.8%
Total	Count	388	48	319	755	
Q10G Satisfaction with home Internet service: Overall customer service	1 - Very Dissatisfied	Column N %	16.7%	6.7%	13.5%	14.7%
	2	Column N %	19.9%	21.9%	15.6%	18.2%
	3	Column N %	39.6%	30.3%	37.6%	38.2%
	4	Column N %	17.2%	27.8%	28.4%	22.7%
	5 - Very Satisfied	Column N %	6.6%	13.3%	5.0%	6.3%
Total	Count	389	49	323	761	
Q10H Satisfaction	1 - Very Dissatisfied	Column N %	12.2%	7.8%	20.6%	14.9%

Q10A Satisfaction with home Internet service: Speed of connection		
Q10B Satisfaction with home Internet service: Reliability of connection		
Q10C Satisfaction with home Internet service: Price of services	A	A
Q10D Satisfaction with home Internet service: Clarity of bills		A
Q10E Satisfaction with home Internet service: Ability to contact provider		
Q10F Satisfaction with home Internet service: Technical support service		
Q10G Satisfaction with home Internet service: Overall customer service	A	
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	C	
Q11A Willing to switch 100 Mbps: \$55 per month		
Q11B Willing to switch 100 Mbps: \$65 per month	C	
Q11C Willing to switch 100 Mbps: \$75 per month		
Q11D Willing to switch 100 Mbps: \$85 per month	C	
Q11E Willing to switch 100 Mbps: \$95 per month	C	
Q12A Willing to switch 1 Gbps: \$55 per month		
Q12B Willing to switch 1 Gbps: \$65 per month		
Q12C Willing to switch 1 Gbps: \$75 per month		
Q12D Willing to switch 1 Gbps: \$85 per month		
Q12E Willing to switch 1 Gbps: \$95 per month		
Q15A I can choose from multiple Internet providers		
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	C	C
Q15C I can pay for Internet service based on usage (amount of data)		
Q15D My service provider does not place 'caps' on my total data use		
Q15E I can use my home Internet connection to support a home business		
Q15F I can use my home Internet connection to telework part-time for a local job		A B
Q15G I can use my home Internet connection to telework full-time for a distant job		
Q16A Willing to pay fiber hook-up fee: \$0		
Q16B Willing to pay fiber hook-up fee: \$100		
Q16C Willing to pay fiber hook-up fee: \$250		
Q16D Willing to pay fiber hook-up fee: \$500		
Q16E Willing to pay fiber hook-up fee: \$1,000		
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0		
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100		
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250		
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500		
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000		
Q19A Importance of programming features: Local programming		
Q19B Importance of programming features: News programming		
Q19C Importance of programming features: Music channels		
Q19D Importance of programming features: Children's programming		
Q19E Importance of programming features: Sports programming		
Q19F Importance of programming features: Movie network channels		
Q19G Importance of programming features: Specialty channels		
Q26A Help provide broadband communications services for local nonprofit organizations		
Q26B Help ensure that all residents have access to competitively priced broadband Internet services		
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services		
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services		
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford		
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live		
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity		
Q27D I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions		

Results are based on two-sided tests assuming equal variances with significance level .05. For each significant pair, the key of the
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

with home Internet service: Ability to 'bundle' with cable TV service	2	Column N %	7.8%	10.9%	5.4%	7.2%
	3	Column N %	44.2%	48.1%	58.4%	49.5%
	4	Column N %	26.1%	28.0%	7.8%	19.8%
	5 - Very Satisfied	Column N %	9.6%	5.2%	7.8%	8.7%
	Total	Count	368	43	222	632
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling	Column N %	7.5%	10.6%	9.0%	8.3%
	2	Column N %	2.5%	0.0%	3.8%	2.9%
	3	Column N %	8.7%	2.0%	8.8%	8.3%
	4	Column N %	7.6%	11.5%	8.2%	8.1%
	5 - Very Willing	Column N %	73.7%	75.9%	70.2%	72.3%
	Total	Count	378	47	324	749
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling	Column N %	15.7%	20.7%	23.3%	19.3%
	2	Column N %	4.8%	0.0%	7.0%	5.5%
	3	Column N %	13.8%	14.3%	13.2%	13.6%
	4	Column N %	25.5%	26.0%	23.2%	24.5%
	5 - Very Willing	Column N %	40.2%	39.0%	33.3%	37.1%
	Total	Count	360	47	318	725
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling	Column N %	26.7%	33.7%	36.7%	31.5%
	2	Column N %	13.5%	11.0%	13.1%	13.2%
	3	Column N %	29.1%	26.9%	22.8%	26.2%
	4	Column N %	14.0%	8.0%	12.5%	12.9%
	5 - Very Willing	Column N %	16.8%	20.4%	14.9%	16.2%
	Total	Count	356	45	317	718
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling	Column N %	41.9%	52.7%	54.1%	48.0%
	2	Column N %	26.6%	19.7%	21.5%	23.9%
	3	Column N %	15.0%	15.2%	12.0%	13.7%
	4	Column N %	8.1%	7.9%	6.8%	7.5%
	5 - Very Willing	Column N %	8.4%	4.4%	5.5%	6.9%
	Total	Count	355	45	316	715
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling	Column N %	64.8%	77.4%	73.2%	69.3%
	2	Column N %	15.1%	12.3%	15.8%	15.2%
	3	Column N %	11.4%	5.1%	4.7%	8.0%
	4	Column N %	3.2%	3.0%	1.7%	2.5%
	5 - Very Willing	Column N %	5.6%	2.2%	4.6%	4.9%
	Total	Count	358	44	317	719
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling	Column N %	6.9%	10.3%	7.9%	7.6%
	2	Column N %	2.1%	0.0%	1.8%	1.8%
	3	Column N %	4.8%	2.0%	7.5%	5.7%
	4	Column N %	6.0%	2.7%	5.7%	5.7%
	5 - Very Willing	Column N %	80.3%	85.1%	77.1%	79.2%
	Total	Count	370	48	319	737
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling	Column N %	13.1%	18.6%	17.4%	15.4%
	2	Column N %	2.3%	0.0%	3.8%	2.8%
	3	Column N %	8.7%	7.0%	7.9%	8.2%
	4	Column N %	16.6%	21.4%	15.0%	16.2%
	5 - Very Willing	Column N %	59.2%	53.0%	55.8%	57.3%
	Total	Count	344	46	313	704
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling	Column N %	21.3%	26.4%	27.6%	24.4%
	2	Column N %	8.1%	4.7%	11.3%	9.3%
	3	Column N %	20.4%	25.1%	15.0%	18.3%
	4	Column N %	19.5%	8.1%	11.6%	15.2%
	5 - Very Willing	Column N %	30.8%	35.6%	34.4%	32.7%
	Total	Count	345	49	313	707
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling	Column N %	36.0%	47.1%	42.2%	39.5%
	2	Column N %	15.6%	17.8%	13.7%	14.9%
	3	Column N %	20.7%	9.3%	18.2%	18.9%
	4	Column N %	11.9%	13.2%	10.7%	11.4%
	5 - Very Willing	Column N %	15.8%	12.7%	15.2%	15.3%
	Total	Count	343	46	313	702
Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling	Column N %	51.8%	67.0%	57.2%	55.2%
	2	Column N %	18.6%	11.0%	17.3%	17.5%
	3	Column N %	12.6%	4.2%	12.2%	11.8%
	4	Column N %	6.8%	8.0%	4.4%	5.8%
	5 - Very Willing	Column N %	10.3%	9.9%	8.9%	9.7%
	Total	Count	344	46	315	705
Q13A Listening to music (streaming)	Never	Column N %	14.1%	18.4%	6.0%	10.9%
	Occasionally	Column N %	39.3%	31.6%	30.3%	34.9%
	Frequently	Column N %	46.6%	50.0%	63.6%	54.1%
	Total	Count	385	49	327	761
Q13B Watching movies, videos, or TV	Never	Column N %	10.5%	14.6%	5.4%	8.6%
	Occasionally	Column N %	21.4%	26.5%	10.9%	17.3%
	Frequently	Column N %	68.1%	58.9%	83.7%	74.2%
	Total	Count	389	51	330	770
Q13C Playing online games	Never	Column N %	55.8%	54.5%	53.2%	54.6%
	Occasionally	Column N %	20.2%	19.7%	24.5%	22.0%
	Frequently	Column N %	23.9%	25.8%	22.3%	23.3%
	Total	Count	386	49	327	762
Q13E Making video calls	Never	Column N %	33.1%	31.9%	24.8%	29.4%
	Occasionally	Column N %	52.0%	46.9%	52.4%	51.8%
	Frequently	Column N %	15.0%	21.1%	22.8%	18.7%
	Total	Count	386	49	329	765
Q13F Buying products online	Never	Column N %	2.6%	1.3%	1.9%	2.3%
	Occasionally	Column N %	28.5%	27.4%	33.7%	30.7%
	Frequently	Column N %	68.8%	71.3%	64.4%	67.1%
	Total	Count	391	49	328	768
Q13G Running a home business	Never	Column N %	68.7%	68.6%	62.7%	66.1%
	Occasionally	Column N %	14.2%	16.9%	15.5%	14.9%
	Frequently	Column N %	17.1%	14.5%	21.8%	19.0%
	Total	Count	388	50	328	766
Q13H Receiving government info such as service locations or contact info	Never	Column N %	27.9%	37.5%	26.1%	27.8%
	Occasionally	Column N %	55.6%	44.7%	59.1%	56.4%
	Frequently	Column N %	16.5%	17.8%	14.8%	15.8%
	Total	Count	388	49	327	764
Q13I Conducting government transactions such as permits	Never	Column N %	50.7%	60.4%	48.5%	50.4%
	Occasionally	Column N %	38.7%	28.0%	45.2%	40.8%
	Frequently	Column N %	10.6%	11.6%	6.4%	8.9%
	Total	Count	388	50	327	765
Q13J Accessing school resources (for parents of school-aged children)	Never	Column N %	71.0%	62.7%	69.3%	69.7%
	Occasionally	Column N %	15.3%	17.7%	13.4%	14.6%
	Frequently	Column N %	13.7%	19.6%	17.4%	15.7%
	Total	Count	363	48	309	720
Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix	Column N %	65.2%	57.7%	76.5%	69.6%
	Q14_2 Hulu	Column N %	25.0%	23.7%	39.9%	31.3%
	Q14_3 Amazon	Column N %	62.4%	51.3%	63.9%	62.3%
	Q14_4 YouTube	Column N %	73.1%	77.5%	81.7%	77.1%
	Q14_5 Other	Column N %	18.2%	12.0%	25.8%	21.0%
	Q14X No response/none selected	Column N %	13.9%	14.1%	5.6%	10.3%
	Total	Count	402	53	341	796
Q15A I can choose from multiple Internet providers	1 - Not at all Important	Column N %	4.2%	1.3%	4.3%	4.1%
	2	Column N %	5.3%	2.0%	4.0%	4.5%
	3	Column N %	16.3%	22.7%	20.2%	18.4%
	4	Column N %	28.5%	27.0%	29.5%	28.8%
	5 - Very Important	Column N %	45.7%	47.1%	42.0%	44.2%

	Total	Count	388	48	332	768
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all Important	Column N %	2.8%	0.0%	4.4%	3.3%
	2	Column N %	3.8%	10.9%	2.6%	3.7%
	3	Column N %	13.3%	18.5%	17.1%	15.3%
	4	Column N %	28.8%	18.2%	29.4%	28.4%
	5 - Very Important	Column N %	51.3%	52.3%	46.4%	49.2%
	Total	Count	389	49	332	770
Q15C I can pay for Internet service based on usage (amount of data)	1 - Not at all Important	Column N %	19.5%	11.5%	28.1%	22.7%
	2	Column N %	15.7%	17.7%	16.2%	16.1%
	3	Column N %	26.8%	30.2%	28.2%	27.6%
	4	Column N %	20.9%	15.2%	13.9%	17.6%
	5 - Very Important	Column N %	17.1%	25.4%	13.6%	16.1%
	Total	Count	389	49	328	766
Q15D My service provider does not place 'caps' on my total data use	1 - Not at all Important	Column N %	1.3%	1.3%	1.7%	1.5%
	2	Column N %	2.8%	1.3%	1.7%	2.2%
	3	Column N %	13.2%	15.7%	6.1%	10.3%
	4	Column N %	20.4%	29.6%	24.8%	22.9%
	5 - Very Important	Column N %	62.3%	52.0%	65.8%	63.1%
	Total	Count	387	48	329	765
Q15E I can use my home Internet connection to support a home business	1 - Not at all Important	Column N %	37.4%	29.0%	30.5%	33.9%
	2	Column N %	14.3%	14.2%	12.3%	13.4%
	3	Column N %	12.8%	28.6%	16.7%	15.5%
	4	Column N %	10.3%	8.3%	11.9%	10.9%
	5 - Very Important	Column N %	25.2%	19.9%	28.6%	26.3%
	Total	Count	388	48	330	766
Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all Important	Column N %	23.8%	28.0%	15.5%	20.5%
	2	Column N %	8.0%	8.8%	8.0%	8.0%
	3	Column N %	18.4%	22.5%	15.9%	17.6%
	4	Column N %	16.1%	12.4%	20.3%	17.7%
	5 - Very Important	Column N %	33.7%	28.3%	40.4%	36.2%
	Total	Count	388	48	329	766
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all Important	Column N %	42.5%	32.2%	30.4%	36.7%
	2	Column N %	12.2%	17.2%	15.4%	13.9%
	3	Column N %	13.8%	11.3%	18.3%	15.6%
	4	Column N %	8.8%	10.9%	11.7%	10.2%
	5 - Very Important	Column N %	22.7%	28.4%	24.2%	23.7%
	Total	Count	386	48	326	760
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling	Column N %	2.2%	0.0%	1.4%	1.7%
	3	Column N %	.8%	0.0%	0.0%	.4%
	4	Column N %	1.1%	1.3%	.6%	.9%
	5 - Very Willing	Column N %	95.8%	98.7%	98.0%	96.9%
	Total	Count	377	49	329	754
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	Column N %	6.0%	5.4%	6.0%	5.9%
	2	Column N %	3.8%	4.9%	6.6%	5.1%
	3	Column N %	14.5%	8.8%	18.6%	15.9%
	4	Column N %	21.8%	20.3%	19.2%	20.6%
	5 - Very Willing	Column N %	53.9%	60.7%	49.6%	52.5%
	Total	Count	381	49	327	757
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling	Column N %	30.6%	25.6%	30.1%	30.1%
	2	Column N %	14.1%	10.1%	16.1%	14.7%
	3	Column N %	23.5%	31.3%	23.5%	24.0%
	4	Column N %	13.8%	13.7%	14.8%	14.2%
	5 - Very Willing	Column N %	18.1%	19.3%	15.5%	17.0%
	Total	Count	373	49	325	747
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling	Column N %	60.8%	51.7%	62.0%	60.7%
	2	Column N %	21.7%	23.1%	17.7%	20.0%
	3	Column N %	12.0%	18.2%	14.4%	13.5%
	4	Column N %	2.7%	4.9%	3.1%	3.0%
	5 - Very Willing	Column N %	2.8%	2.1%	2.9%	2.8%
	Total	Count	370	49	326	745
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling	Column N %	87.7%	88.0%	89.4%	88.5%
	2	Column N %	7.7%	7.2%	6.1%	7.0%
	3	Column N %	2.3%	1.3%	1.9%	2.1%
	4	Column N %	1.0%	1.3%	.5%	.8%
	5 - Very Willing	Column N %	1.3%	2.1%	2.0%	1.7%
	Total	Count	370	49	324	743
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling	Column N %	2.4%	0.0%	1.3%	1.8%
	2	Column N %	.2%	0.0%	0.0%	.1%
	3	Column N %	.9%	2.1%	0.0%	.6%
	4	Column N %	1.7%	3.2%	.9%	1.5%
	5 - Very Willing	Column N %	94.8%	94.7%	97.8%	96.1%
	Total	Count	380	49	328	757
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling	Column N %	4.5%	4.0%	3.0%	3.8%
	2	Column N %	2.9%	1.3%	3.0%	2.8%
	3	Column N %	7.4%	5.5%	9.8%	8.3%
	4	Column N %	17.7%	23.6%	20.5%	19.3%
	5 - Very Willing	Column N %	67.5%	65.5%	63.8%	65.7%
	Total	Count	380	49	327	756
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling	Column N %	19.8%	17.2%	17.6%	18.7%
	2	Column N %	11.4%	13.7%	11.6%	11.6%
	3	Column N %	19.2%	20.4%	18.6%	19.0%
	4	Column N %	20.2%	14.2%	19.4%	19.4%
	5 - Very Willing	Column N %	29.4%	34.6%	32.8%	31.2%
	Total	Count	376	49	324	748
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling	Column N %	52.2%	44.5%	47.7%	49.8%
	2	Column N %	18.3%	28.0%	17.9%	18.8%
	3	Column N %	15.9%	15.9%	18.9%	17.2%
	4	Column N %	8.2%	4.6%	7.8%	7.8%
	5 - Very Willing	Column N %	5.3%	7.0%	7.6%	6.4%
	Total	Count	370	49	325	743
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1 - Very Unwilling	Column N %	81.2%	84.4%	79.7%	80.8%
	2	Column N %	10.2%	2.7%	10.8%	10.0%
	3	Column N %	5.3%	9.5%	4.1%	5.1%
	4	Column N %	1.7%	0.0%	2.3%	1.8%
	5 - Very Willing	Column N %	1.6%	3.4%	3.1%	2.4%
	Total	Count	370	49	320	739
Q18 Do you purchase cable or satellite television service at home?	Yes, cable	Column N %	100.0%	0.0%	0.0%	50.1%
	Yes, satellite	Column N %	0.0%	100.0%	0.0%	6.7%
	No	Column N %	0.0%	0.0%	100.0%	43.2%
	Total	Count	409	55	353	817
Q19A Importance of programming features: Local programming	1 - Not at all Important	Column N %	4.7%	6.4%	0.0%	4.9%
	2	Column N %	9.0%	6.8%	0.0%	8.7%
	3	Column N %	13.9%	12.8%	0.0%	13.8%
	4	Column N %	19.1%	11.4%	0.0%	18.2%
	5 - Very Important	Column N %	53.3%	62.6%	0.0%	54.4%
	Total	Count	406	55	0	461
Q19B Importance of programming features: News programming	1 - Not at all Important	Column N %	6.9%	7.6%	0.0%	7.0%
	2	Column N %	9.1%	1.2%	0.0%	8.2%
	3	Column N %	17.1%	26.9%	0.0%	18.3%
	4	Column N %	20.5%	17.9%	0.0%	20.2%
	5 - Very Important	Column N %	46.3%	46.4%	0.0%	46.4%
	Total	Count	407	54	0	461
Q19C Importance of	1 - Not at all Important	Column N %	42.2%	42.6%	0.0%	42.3%

programming features: Music channels	2	Column N %	22.2%	17.8%	0.0%	21.7%
	3	Column N %	22.8%	22.9%	0.0%	22.8%
	4	Column N %	6.7%	7.1%	0.0%	6.7%
	5 - Very Important	Column N %	6.1%	9.7%	0.0%	6.5%
	Total	Count	397	52	0	449
Q19D Importance of programming features: Children's programming	1 - Not at all Important	Column N %	55.2%	55.1%	0.0%	55.2%
	2	Column N %	15.5%	16.7%	0.0%	15.6%
	3	Column N %	14.5%	8.2%	0.0%	13.8%
	4	Column N %	9.5%	10.9%	0.0%	9.7%
	5 - Very Important	Column N %	5.2%	9.2%	0.0%	5.7%
Total	Count	400	52	0	452	
Q19E Importance of programming features: Sports programming	1 - Not at all Important	Column N %	19.9%	17.5%	0.0%	19.6%
	2	Column N %	8.3%	6.3%	0.0%	8.0%
	3	Column N %	12.9%	9.4%	0.0%	12.5%
	4	Column N %	19.4%	13.2%	0.0%	18.7%
	5 - Very Important	Column N %	39.5%	53.6%	0.0%	41.1%
Total	Count	404	52	0	456	
Q19F Importance of programming features: Movie network channels	1 - Not at all Important	Column N %	13.8%	17.5%	0.0%	14.2%
	2	Column N %	11.8%	16.0%	0.0%	12.3%
	3	Column N %	22.5%	10.1%	0.0%	21.1%
	4	Column N %	22.0%	25.4%	0.0%	22.4%
	5 - Very Important	Column N %	29.9%	31.0%	0.0%	30.0%
Total	Count	403	54	0	457	
Q19G Importance of programming features: Specialty channels	1 - Not at all Important	Column N %	14.8%	16.3%	0.0%	15.0%
	2	Column N %	9.8%	3.6%	0.0%	9.0%
	3	Column N %	26.9%	24.1%	0.0%	26.6%
	4	Column N %	22.6%	29.6%	0.0%	23.5%
	5 - Very Important	Column N %	25.9%	26.4%	0.0%	26.0%
Total	Count	398	53	0	451	
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free	Column N %	2.0%	0.0%	0.0%	1.8%
	\$1 to \$20	Column N %	8.3%	7.8%	0.0%	8.2%
	\$21 to \$30	Column N %	7.4%	4.5%	0.0%	7.1%
	\$31 to \$40	Column N %	6.6%	4.3%	0.0%	6.4%
	\$41 to \$50	Column N %	6.4%	11.2%	0.0%	7.0%
	\$51 to \$60	Column N %	11.1%	3.7%	0.0%	10.2%
	\$61 to \$70	Column N %	14.6%	11.2%	0.0%	14.2%
	More than \$70	Column N %	43.5%	57.3%	0.0%	45.1%
Total	Count	389	53	0	442	
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link	Column N %	16.3%	40.3%	17.6%	18.5%
	Q21_2 Fixed from my cable provider	Column N %	38.9%	7.4%	3.3%	21.4%
	Q21_3 Wireless from AT&T, etc.	Column N %	65.5%	77.4%	84.5%	74.5%
	Q21_4 Do not have any telephone service	Column N %	7.1%	1.7%	4.5%	5.6%
	Q21_5 Other phone service	Column N %	3.8%	4.4%	4.9%	4.3%
	Q21X No response/none selected	Column N %	0.0%	0.0%	1.9%	.8%
	Total	Count	409	55	353	817
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home Internet connection enables telework	Column N %	52.2%	43.3%	57.0%	53.7%
	Yes, but home Internet connection is not fast enough for telework	Column N %	4.0%	8.3%	5.0%	4.7%
	No	Column N %	40.7%	48.4%	34.6%	38.5%
	Not sure	Column N %	3.2%	0.0%	3.4%	3.0%
Total	Count	404	52	348	803	
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home	Column N %	35.8%	25.5%	45.0%	39.1%
	Someone in my family would like to telework	Column N %	17.2%	22.0%	16.8%	17.3%
	No	Column N %	45.2%	52.5%	36.4%	41.9%
	Someone in my family already does telework from home AND Someone in my family would like to telework	Column N %	1.8%	0.0%	1.8%	1.7%
Total	Count	407	52	349	808	
Q24 Does someone in your household have a home-based business or plan to start a home-based business?	Yes, I/we already have a home-based business	Column N %	19.7%	16.5%	23.4%	21.1%
	Yes, I/we plan to start one in next three years	Column N %	10.3%	7.4%	13.8%	11.6%
	No	Column N %	70.1%	76.2%	62.8%	67.3%
	Total	Count	409	53	352	814
Q25 How IMPORTANT or UNIMPORTANT is a high-speed internet connection for your existing or potential internet services.	Not at all important	Column N %	1.1%	5.1%	0.0%	.7%
	Somewhat unimportant	Column N %	2.1%	0.0%	4.3%	3.1%
	Somewhat important	Column N %	13.3%	18.1%	23.7%	18.6%
	Very important	Column N %	83.6%	76.8%	72.0%	77.5%
Total	Count	122	13	131	266	
Q26A Help provide broadband communications services for local nonprofit organizations	1 - Strongly Disagree	Column N %	7.6%	7.6%	7.9%	7.7%
	2.0	Column N %	7.1%	10.3%	5.5%	6.6%
	3.0	Column N %	28.3%	26.6%	27.7%	27.9%
	4.0	Column N %	18.3%	16.3%	21.0%	19.4%
	5 - Strongly Agree	Column N %	38.7%	39.2%	37.9%	38.4%
Total	Count	398	48	341	788	
Q26B Help ensure that all residents have access to competitively priced broadband internet services	1 - Strongly Disagree	Column N %	3.1%	4.0%	2.9%	3.1%
	2.0	Column N %	1.9%	3.3%	2.3%	2.1%
	3.0	Column N %	8.8%	4.6%	9.5%	8.9%
	4.0	Column N %	20.4%	14.9%	17.2%	18.7%
	5 - Strongly Agree	Column N %	65.8%	73.2%	68.1%	67.3%
Total	Count	402	48	342	792	
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband internet services.	1 - Strongly Disagree	Column N %	3.0%	5.0%	3.7%	3.4%
	2.0	Column N %	3.0%	6.1%	1.9%	2.7%
	3.0	Column N %	13.8%	8.9%	12.2%	12.8%
	4.0	Column N %	23.7%	10.3%	23.1%	22.7%
	5 - Strongly Agree	Column N %	56.5%	69.7%	59.1%	58.4%
Total	Count	401	48	343	792	
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive internet, phone, and cable.	1 - Strongly Disagree	Column N %	5.8%	9.1%	5.8%	6.0%
	2.0	Column N %	6.3%	5.1%	6.1%	6.1%
	3.0	Column N %	20.5%	18.4%	21.2%	20.7%
	4.0	Column N %	26.8%	21.1%	29.4%	27.6%
	5 - Strongly Agree	Column N %	40.6%	46.3%	37.5%	39.6%
Total	Count	400	47	336	783	
Q27A The competitive market currently offers high-speed Internet access at prices that my family can afford	1 - Strongly Disagree	Column N %	18.2%	24.6%	19.2%	19.0%
	2	Column N %	22.1%	12.2%	24.2%	22.4%
	3	Column N %	30.9%	34.9%	23.8%	28.1%
	4	Column N %	18.8%	18.4%	24.6%	21.3%
	5 - Strongly Agree	Column N %	10.0%	10.0%	8.2%	9.2%
Total	Count	399	49	343	791	
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when	1 - Strongly Disagree	Column N %	14.1%	8.4%	12.8%	13.1%
	2.0	Column N %	17.4%	10.8%	16.0%	16.4%
	3.0	Column N %	25.2%	34.0%	24.2%	25.3%
	4.0	Column N %	26.4%	18.7%	22.7%	24.3%
	5 - Strongly Agree	Column N %	16.9%	28.1%	24.4%	20.9%
Total	Count	400	51	342	793	
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree	Column N %	2.8%	2.5%	3.1%	2.9%
	2.0	Column N %	3.7%	3.3%	4.1%	3.9%
	3.0	Column N %	12.0%	8.6%	10.3%	11.0%
	4.0	Column N %	22.4%	22.8%	22.6%	22.5%
	5 - Strongly Agree	Column N %	59.0%	62.9%	59.9%	59.7%
Total	Count	400	50	343	793	
Q27D I find it more efficient if businesses and my household	1 - Strongly Disagree	Column N %	1.7%	2.6%	2.3%	2.0%
	2.0	Column N %	3.2%	0.0%	1.8%	2.4%
	3.0	Column N %	12.2%	6.4%	14.2%	12.7%

have high-speed Internet access to purchase products and services.	4.0	Column N %	26.6%	16.1%	21.1%	23.6%
Q2 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	5 - Strongly Agree	Column N %	56.2%	75.0%	60.5%	59.3%
	Total	Count	399	50	339	788
	Install state-of-the-art network and offer services to the public	Column N %	38.7%	53.8%	45.8%	42.7%
	Install state-of-the-art network and lease it to competing private companies to offer services to the public	Column N %	23.2%	17.8%	22.2%	22.4%
	Encourage a private firm to build a fiber network	Column N %	14.7%	9.7%	11.4%	12.9%
	No role	Column N %	6.1%	3.1%	4.6%	5.3%
	Don't know	Column N %	14.5%	10.5%	14.5%	14.2%
	Other/multiple selected	Column N %	2.9%	5.1%	1.5%	2.4%
	Total	Count	401	51	344	796

Pearson Chi-Square Tests

		Chi-square	df	Sig.	Source for purchase cable or satellite television service at home?
Q1 Services	Chi-square	774.896			
Purchase for Household	df	14			
	Sig.	.000 ^{b,c,d}			
Q2 Are any of these services obtained from the same	Chi-square	348.406			
	df	4			
	Sig.	.000 ^d			
Q3A Importance of services: Internet connection (any	Chi-square	6.812			
	df	8			
	Sig.	.557 ^{b,c,d}			
Q3B Importance of services: High-speed Internet connection	Chi-square	1.766			
	df	8			
	Sig.	.987 ^{a,d}			
Q3C Importance of services: Basic cable television service	Chi-square	393.944			
	df	8			
	Sig.	.000 ^d			
Q3D Importance of services: Premium cable television	Chi-square	283.814			
	df	8			
	Sig.	.000 ^d			
Q3E Importance of services: Fixed (land-line) telephone	Chi-square	58.418			
	df	8			
	Sig.	.000 ^d			
Q3F Importance of services: Cellular/mobile	Chi-square	8.641			
	df	8			
	Sig.	.373 ^{b,c,d}			
Q4 Non-Dial-Up Internet Services Available	Chi-square	70.969			
	df	18			
	Sig.	.000 ^{b,c,d}			
Q5 Other than cellular/mobile wireless, what is your	Chi-square	214.631			
	df	14			
	Sig.	.000 ^{b,c,d}			
Q6 What is your main reason for not purchasing home	Chi-square	8.677			
	df	6			
	Sig.	.193 ^{b,c,d}			
Q7 Approximately how much does your family pay PER	Chi-square	62.059			
	df	14			
	Sig.	.000 ^{b,c,d}			
Q8 How would you describe the speed of your home Internet	Chi-square	17.190			
	df	8			
	Sig.	.028 ^{a,b,d}			
Q9A Importance of home Internet service: Speed of	Chi-square	5.348			
	df	8			
	Sig.	.720 ^{b,c,d}			
Q9B Importance of home Internet service: Reliability of	Chi-square	6.997			
	df	8			
	Sig.	.537 ^{b,c,d}			
Q9C Importance of home Internet service: Price of	Chi-square	6.218			
	df	8			
	Sig.	.623 ^{b,c,d}			
Q9D Importance of home Internet service: Clarity of bills	Chi-square	10.086			
	df	8			
	Sig.	.259 ^d			
Q9E Importance of home Internet service: Ability to	Chi-square	33.487			
	df	8			
	Sig.	.000 ^{b,c,d}			
Q9F Importance of home Internet service: Technical	Chi-square	39.488			
	df	8			
	Sig.	.000 ^{c,d}			
Q9G Importance of home Internet service: Overall	Chi-square	19.248			
	df	8			
	Sig.	.014 ^{b,c,d}			
Q9H Importance of home Internet service: Ability to	Chi-square	166.601			
	df	8			
	Sig.	.000 ^d			
Q10A Satisfaction with home Internet service: Speed of	Chi-square	11.292			
	df	8			
	Sig.	.186 ^d			
Q10B Satisfaction with home Internet service: Reliability of	Chi-square	3.719			
	df	8			
	Sig.	.882 ^d			
Q10C Satisfaction with home Internet service: Price of	Chi-square	57.451			
	df	8			
	Sig.	.000 ^d			
Q10D Satisfaction with home Internet service: Clarity of bills	Chi-square	23.193			
	df	8			
	Sig.	.003 ^d			
Q10E Satisfaction with home Internet service: Ability to	Chi-square	8.743			
	df	8			
	Sig.	.364 ^d			
Q10F Satisfaction with home Internet service: Technical	Chi-square	17.628			
	df	8			
	Sig.	.024 ^d			
Q10G Satisfaction with home Internet service: Overall	Chi-square	23.387			
	df	8			
	Sig.	.003 ^d			
Q10H Satisfaction with home Internet service: Ability to	Chi-square	43.453			
	df	8			
	Sig.	.000 ^d			
Q11A Willing to switch 100 Mbps: \$55 per month	Chi-square	6.204			
	df	8			
	Sig.	.624 ^{b,d}			
Q11B Willing to switch 100 Mbps: \$65 per month	Chi-square	12.229			
	df	8			
	Sig.	.141 ^d			

Q11C Willing to switch 100 Mbps: \$75 per month	Chi-square	9.461
	df	8
	Sig.	.305 ^a
Q11D Willing to switch 100 Mbps: \$85 per month	Chi-square	11.675
	df	8
	Sig.	.166 ^a
Q11E Willing to switch 100 Mbps: \$95 per month	Chi-square	14.668
	df	8
	Sig.	.066 ^{b,c,d}
Q12A Willing to switch 1 Gbps: \$55 per month	Chi-square	6.658
	df	8
	Sig.	.574 ^{b,c,d}
Q12B Willing to switch 1 Gbps: \$65 per month	Chi-square	7.164
	df	8
	Sig.	.519 ^a
Q12C Willing to switch 1 Gbps: \$75 per month	Chi-square	18.803
	df	8
	Sig.	.016 ^{c,d}
Q12D Willing to switch 1 Gbps: \$85 per month	Chi-square	6.983
	df	8
	Sig.	.539 ^a
Q12E Willing to switch 1 Gbps: \$95 per month	Chi-square	8.293
	df	8
	Sig.	.405 ^a
Q13A Listening to music (streaming)	Chi-square	26.553
	df	4
	Sig.	.000 ^{c,d}
Q13B Watching movies, videos, or TV	Chi-square	29.120
	df	4
	Sig.	.000 ^{c,d}
Q13C Playing online games	Chi-square	2.142
	df	4
	Sig.	.710 ^a
Q13E Making video calls	Chi-square	10.634
	df	4
	Sig.	.031 ^{c,d}
Q13F Buying products online	Chi-square	3.128
	df	4
	Sig.	.537 ^a
Q13G Running a home business	Chi-square	4.151
	df	4
	Sig.	.386 ^a
Q13H Receiving government info such as service locations or	Chi-square	3.839
	df	4
	Sig.	.428 ^a
Q13I Conducting government transactions such as	Chi-square	9.259
	df	4
	Sig.	.055 ^a
Q13J Accessing school resources (for parents of school-aged	Chi-square	2.903
	df	4
	Sig.	.574 ^a
\$Q14 Streaming Services Accessed Via Home Internet	Chi-square	69.837
	df	12
	Sig.	.000 ^{c,d}
Q15A I can choose from multiple Internet providers	Chi-square	4.624
	df	8
	Sig.	.797 ^a
Q15B I can buy service with very high speeds (10-100 times	Chi-square	14.656
	df	8
	Sig.	.066 ^a
Q15C I can pay for Internet service based on usage (amount of	Chi-square	17.212
	df	8
	Sig.	.028 ^{b,c,d}
Q15D My service provider does not place "caps" on my	Chi-square	15.618
	df	8
	Sig.	.048 ^{b,c,d}
Q15E I can use my home Internet connection to support	Chi-square	12.953
	df	8
	Sig.	.113 ^a
Q15F I can use my home Internet connection to	Chi-square	14.533
	df	8
	Sig.	.069 ^a
Q15G I can use my home Internet connection to	Chi-square	14.012
	df	8
	Sig.	.081 ^a
Q16A Willing to pay fiber hook-up fee: \$0	Chi-square	5.455
	df	6
	Sig.	.487 ^{b,c,d}
Q16B Willing to pay fiber hook-up fee: \$100	Chi-square	8.703
	df	8
	Sig.	.368 ^a
Q16C Willing to pay fiber hook-up fee: \$250	Chi-square	3.336
	df	8
	Sig.	.912 ^a
Q16D Willing to pay fiber hook-up fee: \$500	Chi-square	4.221
	df	8
	Sig.	.837 ^a
Q16E Willing to pay fiber hook-up fee: \$1,000	Chi-square	2.617
	df	8
	Sig.	.956 ^{b,c,d}
Q17A Willing to pay fiber hook-up fee if save \$20 per month	Chi-square	10.782
	df	8
	Sig.	.214 ^{b,c,d}
Q17B Willing to pay fiber hook-up fee if save \$20 per month	Chi-square	4.367
	df	8
	Sig.	.823 ^{b,c,d}
Q17C Willing to pay fiber hook-up fee if save \$20 per month	Chi-square	2.618
	df	8
	Sig.	.956 ^a
Q17D Willing to pay fiber hook-up fee if save \$20 per month	Chi-square	7.146
	df	8
	Sig.	.521 ^a
Q17E Willing to pay fiber hook-up fee if save \$20 per month	Chi-square	10.137
	df	8
	Sig.	.256 ^{b,c,d}
Q18 Do you purchase cable or satellite television service at	Chi-square	
	df	
	Sig.	.
Q19A Importance of programming features: Local	Chi-square	2.737
	df	4
	Sig.	.603 ^{b,c,d}
Q19B Importance of programming	Chi-square	5.126
	df	4

features: News	Sig.	.275 ^{b,d}
Q19C Importance of programming	Chi-square	1.500
df		4
features: Music	Sig.	.827 ^{b,d}
Q19D Importance of programming	Chi-square	3.308
df		4
features: Children's	Sig.	.508 ^{b,d}
Q19E Importance of programming	Chi-square	4.060
df		4
features: Sports	Sig.	.398 ^{b,d}
Q19F Importance of programming	Chi-square	5.611
df		4
features: Movie	Sig.	.230 ^{b,d}
Q19G Importance of programming	Chi-square	3.195
df		4
features: Specialty	Sig.	.526 ^{b,d}
Q20 Approximately how much do you pay PER MONTH for cable	Chi-square	8.932
df		7
df		7
Sig.		258 ^{b,c,d}
Q21 Types of Telephone Service Available	Chi-square	216.290
df		12
Sig.		.000 ^{b,c,d}
Q22 Is any member of your family allowed by his/her employer	Chi-square	8.694
df		6
Sig.		.192 ^f
Q23 Are you or any member of your household currently	Chi-square	13.970
df		6
Sig.		.030 ^{c,d}
Q24 Does someone in your household have a home-based	Chi-square	6.898
df		4
Sig.		.141 ^f
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet	Chi-square	15.654
df		6
Sig.		.016 ^{b,c,d}
Q26A Help provide broadband communications	Chi-square	2.775
df		8
Sig.		.948 ^f
Q26B Help ensure that all residents have access to	Chi-square	4.388
df		8
Sig.		.821 ^{b,d}
Q26C Help ensure that all school-aged students, parents, and	Chi-square	9.748
df		8
Sig.		.283 ^f
Q26D Build a publicly-financed network on which competing	Chi-square	3.245
df		8
Sig.		.918 ^f
Q27A The competitive market currently offers high-speed	Chi-square	11.681
df		8
Sig.		.166 ^f
Q27B The availability of competitively priced high-speed	Chi-square	11.434
df		8
Sig.		.178 ^f
Q27C High-speed Internet access is (or is quickly becoming)	Chi-square	1.513
df		8
Sig.		.992 ^f
Q27D I find it more efficient if businesses and my household	Chi-square	12.310
df		8
Sig.		.138 ^f
Q28 What do you think the MAIN role for the Seattle city	Chi-square	12.217
df		10
Sig.		.271 ^f

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

d. Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the test.

e. The Chi-square test is not performed for this subtable because row and column variables are identical.

Comparisons of Column Proportions^{c,d}

		Q18 Do you purchase cable or satellite		
		Yes, cable (A)	Yes, satellite (B)	No (C)
Q1 Services	Q1_1 Internet service			
Purchase for Household	Q1_2 Cable or satellite television	C	^a	
	Q1_3 Fixed (land-line) telephone service	C	C	
	Q1_4 Cellular/mobile telephone service			
	Q1_5 Don't know which services purchase	^a	^a	
	Q1_6 None (no services purchased)		^a	
	Q1x No response/none selected		^a	
Q2 Are any of these services obtained from the same provider (bundled)?	All my services are bundled			
	All services are obtained through separate providers		A	A B
	Some services are bundled, some are sold separately	B C	C	
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important			
	2		^a	^a
	3			
	4			
	5 - Very Important			
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important			
	2			
	3			
	4			
	5 - Very Important			
Q3C Importance of services: Basic cable television service	1 - Not at All Important			A B
	2			
	3	C	C	
	4	C	C	
	5 - Very Important	C	C	
Q3D Importance of services: Premium cable television services	1 - Not at All Important			A B
	2	C		
	3	C		
	4	C	C	
	5 - Very Important	C	C	
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important			A B
	2	C	C	
	3			
	4			
	5 - Very Important	C	C	
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important		^a	
	2			
	3			
	4			

	5 - Very Important			
Q4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)			
	Q4_2 Cable modem	B C		
	Q4_3 Satellite		A C	
	Q4_4 Fixed wireless			B
	Q4_5 Cellular/mobile wireless			
	Q4_6 Condo or Apartment Association Internet			
	Q4_7 Don't know which Internet services are available			A
	Q4_8 None (no Internet services available)			
	Q4X No response/none selected			
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	No home Internet service			
	Telephone line -dial-up			
	Digital Subscriber Line (DSL)		A	A
	Cable modem	B C		
	Satellite		C	
	Fixed Wireless			A
	Condo or Apartment Association Internet			A
	Other			
Q6 What is your main reason for not purchasing home Internet service?	We have Internet-enabled devices (laptops/tablets) in our home			
	My family and I have no need for the Internet	C		
	We can get Internet access at another location			
	Costs are too expensive			
	Cellular/mobile data service meets our needs			
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	Free			
	\$1 to \$20			
	\$21 to \$30			
	\$31 to \$40		A	A
	\$41 to \$50			
	\$51 to \$60	C		
	\$61 to \$70			
	More than \$70	C		
Q8 How would you describe the speed of your home Internet connection?	Very slow			
	Slow			
	Medium			
	Fast	C		
	Very fast			
Q9A Importance of home Internet service: Speed of connection	1 - Not at All Important			
	2			
	3			
	4			
	5 - Very Important			
Q9B Importance of home Internet service: Reliability of connection	1 - Not at All Important			
	2			
	3			
	4			
	5 - Very Important			
Q9C Importance of home Internet service: Price of services	1 - Not at All Important			
	2			
	3			
	4			
	5 - Very Important			
Q9D Importance of home Internet service: Clarity of bills	1 - Not at All Important			
	2			
	3			
	4			
	5 - Very Important	C		
Q9E Importance of home Internet service: Ability to contact provider	1 - Not at All Important			
	2		A	
	3			A B
	4			
	5 - Very Important	C		
Q9F Importance of home Internet service: Technical support service	1 - Not at All Important			
	2			
	3			A B
	4			
	5 - Very Important	C		
Q9G Importance of home Internet service: Overall customer service	1 - Not at All Important			
	2			
	3			A
	4			
	5 - Very Important	C		
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	1 - Not at All Important			A B
	2			
	3	C	C	
	4	C	C	
	5 - Very Important	C		
Q10A Satisfaction with home Internet service: Speed of connection	1 - Very Dissatisfied			
	2			
	3			
	4			
	5 - Very Satisfied			
Q10B Satisfaction with home Internet service: Reliability of connection	1 - Very Dissatisfied			
	2			
	3			
	4			
	5 - Very Satisfied			
Q10C Satisfaction with home Internet service: Price of services	1 - Very Dissatisfied	B C		
	2			
	3			
	4		A	A
	5 - Very Satisfied		A	A
Q10D Satisfaction with home Internet service: Clarity of bills	1 - Very Dissatisfied	C		
	2			
	3			
	4			A
	5 - Very Satisfied			
Q10E Satisfaction with home Internet service: Ability to contact provider	1 - Very Dissatisfied			
	2			
	3			
	4			
	5 - Very Satisfied			
Q10F Satisfaction with home Internet service: Technical support service	1 - Very Dissatisfied			
	2			
	3			
	4			A
	5 - Very Satisfied			
Q10G Satisfaction with home Internet service: Overall customer service	1 - Very Dissatisfied			
	2			
	3			
	4			A
	5 - Very Satisfied			

Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1 - Very Dissatisfied			A
	2			
	3			A
	4	C	C	
	5 - Very Satisfied			
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling			
	2		a	
	3			
	4			
	5 - Very Willing			
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling			A
	2		a	
	3			
	4			
	5 - Very Willing			
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling			A
	2			
	3			
	4			
	5 - Very Willing			
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling			A
	2			
	3			
	4			
	5 - Very Willing			
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling			
	2			
	3	C		
	4			
	5 - Very Willing			
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling			
	2		a	
	3			
	4			
	5 - Very Willing			
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling			
	2		a	
	3			
	4			
	5 - Very Willing			
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling			
	2			
	3			
	4	C		
	5 - Very Willing			
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling			
	2			
	3			
	4			
	5 - Very Willing			
Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling			
	2			
	3			
	4			
	5 - Very Willing			
Q13A Listening to music (streaming)	Never	C	C	
	Occasionally	C		
	Frequently			A
Q13B Watching movies, videos, or TV	Never	C	C	
	Occasionally	C	C	
	Frequently			A B
Q13C Playing online games	Never			
	Occasionally			
	Frequently			
Q13E Making video calls	Never	C		
	Occasionally			
	Frequently			A
Q13F Buying products online	Never			
	Occasionally			
	Frequently			
Q13G Running a home business	Never			
	Occasionally			
	Frequently			
Q13H Receiving government info such as service locations or	Never			
	Occasionally			
	Frequently			
Q13I Conducting government transactions such as	Never			
	Occasionally			
	Frequently			
Q13J Accessing school resources (for parents of school-aged	Never			
	Occasionally			
	Frequently			
Q14 Streaming Services Accessed Via Home Internet Connection	Q14_1 Netflix			A B
	Q14_2 Hulu			A
	Q14_3 Amazon			
	Q14_4 YouTube			A
	Q14_5 Other			A
Q15A I can choose from multiple Internet providers	Q14X No response/none selected	C		
	1 - Not at all Important			
	2			
	3			
	4			
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	5 - Very Important			
	1 - Not at all Important		a	
	2		C	
	3			
	4			
Q15C I can pay for Internet service based on usage (amount of data)	5 - Very Important			
	1 - Not at all Important			A B
	2			
	3			
	4	C		
Q15D My service provider does not place 'caps' on my total data use	5 - Very Important			
	1 - Not at all Important			
	2			
	3	C		
	4			
Q15E I can use my home Internet connection to support a home business	5 - Very Important			
	1 - Not at all Important			
	2			
	3		A	
	4			

Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all Important 2 3 4 5 - Very Important	C		
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all Important 2 3 4 5 - Very Important	C		
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling 2 3 4 5 - Very Willing		a	a
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling 2 3 4 5 - Very Willing		a	a
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling 2 3 4 5 - Very Willing			
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	1 - Very Unwilling 2 3 4 5 - Very Willing		a	
Q18 Do you purchase cable or satellite television service at	Yes, cable Yes, satellite No		a	a
Q19A Importance of programming features: Local programming	1 - Not at all Important 2 3 4 5 - Very Important			ab
Q19B Importance of programming features: News programming	1 - Not at all Important 2 3 4 5 - Very Important	B		ab
Q19C Importance of programming features: Music channels	1 - Not at all Important 2 3 4 5 - Very Important			ab
Q19D Importance of programming features: Children's programming	1 - Not at all Important 2 3 4 5 - Very Important			ab
Q19E Importance of programming features: Sports programming	1 - Not at all Important 2 3 4 5 - Very Important			ab
Q19F Importance of programming features: Movie network channels	1 - Not at all Important 2 3 4 5 - Very Important	B		ab
Q19G Importance of programming features: Specialty channels	1 - Not at all Important 2 3 4 5 - Very Important			ab
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free \$1 to \$20 \$21 to \$30 \$31 to \$40 \$41 to \$50 \$51 to \$60 \$61 to \$70 More than \$70		a	ab
Q21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link Q21_2 Fixed from my cable provider Q21_3 Wireless from AT&T, etc. Q21_4 Do not have any telephone service Q21_5 Other phone service Q21X No response/none selected	B C		A
Q22 Is any member of your family allowed	Yes, and our home Internet connection enables telework		a	a

by his/her employer to telework from home?	Yes, but home Internet connection is not fast enough for telework		
	No	a	
	Not sure		
Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home		A B
	Someone in my family would like to telework		
	No	C	
	Someone in my family already does telework from home AND Someone in my family would like to telework	a	
Q24 Does someone in your household have a home-based business or plan to	Yes, I/we already have a home-based business		
	Yes, I/we plan to start one in next three years		
	No		
Q25 How IMPORTANT or UNIMPORTANT is a high-speed Internet connection for you	Not at all important		a
	Somewhat unimportant	a	
	Somewhat important		
	Very important		
Q26A Help provide broadband communications services for local nonprofit	1- Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5- Strongly Agree		
Q26B Help ensure that all residents have access to competitively priced broadband Internet	1- Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5- Strongly Agree		
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively-	1- Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5- Strongly Agree		
Q26D Build a publicly-financed network on which competing private sector companies can offer	1- Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5- Strongly Agree		
Q27A The competitive market currently offers high-speed Internet access at prices that my family	1- Strongly Disagree		
	2		
	3		
	4		
	5- Strongly Agree		
Q27B The availability of competitively priced high-speed and/or wireless Internet access is a	1- Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5- Strongly Agree		A
Q27C High-speed Internet access is (or is quickly becoming) as essential a service as water and	1- Strongly Disagree		
	2.0		
	3.0		
	4.0		
	5- Strongly Agree		
Q27D I find it more efficient if businesses and my household have high-speed Internet access to	1- Strongly Disagree		
	2.0	a	
	3.0		
	4.0		
	5- Strongly Agree		A
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public		
	Install state-of-the-art network and lease it to competing private companies to offer services to the public		
	Encourage a private firm to build a fiber network		
	No role		
	Don't know		
	Other/multiple selected		

Results are based on two-sided tests with significance level .05. For each significant pair, the key of the category with the smaller

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. This category is not used in comparisons because the sum of case weights is less than two.

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Crosstabulations by Q21 Telephone Service (multiple response)

		SQ21 Types of Telephone Service Purchased						Total	
		Q21_1 Fixed (landline) from Century Link	Q21_2 Fixed from my cable provider	Q21_3 Wireless from AT&T, etc.	Q21_4 Do not have any telephone service	Q21_5 Other phone service	Q21X No response/none selected		
Q21 Services Purchase for Household	Q21_1 Internet service	Column N %	91.8%	96.0%	96.7%	96.6%	94.7%	90.2%	95.7%
	Q21_2 Cable or satellite television	Column N %	58.5%	70.1%	49.8%	59.8%	56.0%	34.6%	55.3%
	Q21_3 Fixed (land-line) telephone service	Column N %	96.8%	93.9%	27.7%	3.8%	57.1%	43.0%	36.2%
	Q21_4 Cellular/mobile telephone service	Column N %	87.0%	88.4%	93.3%	79.7%	82.0%	88.7%	89.4%
	Q21_5 Don't know which services purchase	Column N %	4%	0.0%	2%	0.0%	1.8%	3.8%	2%
	Q21_X None (no services purchased)	Column N %	0.0%	0%	2%	2%	1.4%	1.8%	0.0%
	Q21X No response/none selected	Column N %	0.0%	2.5%	7%	0.0%	0.0%	0.0%	8%
	Count		154	177	614	46	36	17	833
	Column N %		5.8%	17.5%	6.8%	20.3%	7.8%	3.9%	9.3%
	All services are bundled	Column N %	26.1%	2.8%	45.1%	35.1%	39.0%	41.7%	39.1%
Q22 Are any of these services obtained from the same provider (bundled)?	Some services are bundled, some are sold separately	Column N %	68.0%	79.7%	48.2%	44.6%	53.3%	54.3%	51.7%
Total	Count		148	170	592	46	34	16	803
Q3A Importance of services: Internet connection (any speed)	1 - Not at All Important	Column N %	5.0%	2.3%	2.2%	0.0%	1.8%	7.6%	2.7%
	2	Column N %	4%	6%	0.0%	0.0%	0.0%	0.0%	2%
	3	Column N %	6.4%	9.3%	4.1%	6.0%	4.5%	5.9%	4.9%
	4	Column N %	6.4%	9.3%	8.5%	12.0%	3.6%	7.5%	8.7%
	5 - Very Important	Column N %	81.8%	78.5%	85.2%	82.0%	90.1%	78.9%	83.6%
Total	Count		150	170	601	45	35	17	815
Q3B Importance of services: High-speed Internet connection	1 - Not at All Important	Column N %	8.9%	3.0%	2.6%	2.1%	3.7%	8.9%	3.5%
	2	Column N %	5.8%	2.2%	3.1%	2.1%	1.8%	11.4%	3.2%
	3	Column N %	10.2%	6.1%	7.1%	0.0%	5.4%	16.6%	6.9%
	4	Column N %	19.7%	16.8%	18.2%	27.3%	6.6%	11.5%	18.1%
	5 - Very Important	Column N %	55.4%	71.8%	69.0%	67.5%	82.4%	51.5%	68.3%
Total	Count		149	171	604	45	35	14	813
Q3C Importance of services: Basic cable television service	1 - Not at All Important	Column N %	30.5%	8.5%	38.9%	33.4%	24.8%	43.9%	34.2%
	2	Column N %	6.7%	11.5%	13.0%	12.4%	14.1%	10.0%	12.2%
	3	Column N %	14.9%	19.0%	18.3%	25.2%	29.3%	6.5%	18.8%
	4	Column N %	15.6%	26.5%	12.7%	9.9%	11.7%	14.8%	13.9%
	5 - Very Important	Column N %	32.4%	34.6%	17.3%	19.1%	20.0%	34.7%	20.9%
Total	Count		146	170	601	45	35	15	807
Q3D Importance of services: Premium cable television services	1 - Not at All Important	Column N %	50.1%	21.1%	52.8%	43.0%	48.1%	58.5%	48.4%
	2	Column N %	12.3%	15.0%	15.5%	22.1%	12.8%	0.0%	15.3%
	3	Column N %	12.3%	24.9%	14.8%	14.4%	10.8%	24.7%	15.5%
	4	Column N %	12.3%	22.1%	9.7%	16.5%	14.7%	16.7%	11.8%
	5 - Very Important	Column N %	13.2%	15.9%	7.3%	4.0%	13.7%	0.0%	8.9%
Total	Count		144	170	599	44	34	14	803
Q3E Importance of services: Fixed (land-line) telephone service	1 - Not at All Important	Column N %	6.3%	30.7%	66.1%	95.5%	39.2%	43.9%	59.8%
	2	Column N %	5.9%	13.1%	7.2%	2.1%	17.6%	0.0%	7.6%
	3	Column N %	27.3%	23.7%	11.4%	0.0%	15.2%	24.5%	12.4%
	4	Column N %	23.4%	16.2%	6.8%	2.3%	6.8%	11.8%	8.5%
	5 - Very Important	Column N %	37.0%	16.3%	8.3%	0.0%	23.9%	19.8%	11.7%
Total	Count		153	173	603	44	35	16	816
Q3F Importance of services: Cellular/mobile telephone service	1 - Not at All Important	Column N %	6.7%	9%	5%	1.4%	5.5%	3.9%	2.2%
	2	Column N %	2.8%	1.5%	3%	2.1%	2.9%	0.0%	1.1%
	3	Column N %	6.0%	6.6%	2.4%	3.9%	6.5%	7.8%	3.8%
	4	Column N %	17.2%	14.3%	10.7%	9.2%	6.3%	3.9%	10.9%
	5 - Very Important	Column N %	66.9%	76.7%	85.8%	84.4%	79.9%	84.3%	82.0%
Total	Count		150	173	612	45	35	16	822
SQ4 Non-Dial-Up Internet Services Available	Q4_1 Digital Subscriber Line (DSL)	Column N %	67.8%	52.3%	60.1%	44.5%	67.1%	44.7%	57.9%
	Q4_2 Cable modem	Column N %	70.9%	94.5%	83.5%	92.6%	79.7%	80.0%	83.5%
	Q4_3 Satellite	Column N %	48.5%	48.2%	46.7%	32.6%	49.4%	36.4%	45.5%
	Q4_4 Fixed wireless	Column N %	23.9%	20.0%	20.7%	16.0%	24.8%	19.7%	20.2%
	Q4_5 Cellular/mobile wireless	Column N %	60.4%	70.3%	65.1%	56.7%	65.1%	76.2%	63.7%
	Q4_6 Condo or Apartment Association Internet	Column N %	1.9%	2.2%	4.2%	3.8%	5.3%	0.0%	3.6%
	Q4_7 Don't know which internet services are available	Column N %	13.5%	4.4%	11.0%	38.1%	8.9%	16.2%	11.5%
	Q4_8 None (no internet services available)	Column N %	6%	4%	1.0%	1.4%	0.0%	3.8%	1.0%
	Q4X No response/none selected	Column N %	1.3%	2.5%	1.5%	0.0%	2.6%	0.0%	1.4%
	Count		154	177	614	46	36	17	833
	Column N %		6.3%	1.1%	2.1%	3.5%	3.7%	4.0%	2.7%
	No home internet service	Column N %	1.9%	0.0%	0.0%	0.0%	1.8%	0.0%	4%
	Telephone line-dial-up	Column N %	40.7%	1.7%	17.6%	6.5%	5.5%	24.4%	16.6%
	Digital Subscriber Line (DSL)	Column N %	39.0%	91.8%	70.5%	85.9%	64.3%	55.3%	70.6%
	Cable modem	Column N %	1.5%	0.0%	7%	0.0%	1.9%	0.0%	6%
Satellite	Column N %	5.7%	0.0%	4.7%	4.1%	5.7%	6.0%	4.2%	
Fixed Wireless	Column N %	7%	0.0%	2.4%	0.0%	5.6%	0.0%	2.0%	
Condo or Apartment Association Internet	Column N %	4.1%	5.4%	2.1%	0.0%	11.5%	10.3%	2.9%	
Other	Column N %	149	173	596	46	35	16	811	
Total	Count		149	173	596	46	35	16	811
Column N %		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Q6 What is your main reason for not purchasing home internet service?	We have internet-enabled devices (computer/tablet) in our home	Column N %	52.2%	66.7%	25.7%	100.0%	0.0%	100.0%	40.1%
My family and I have no need for the internet	Column N %	7.3%	0.0%	16.9%	0.0%	0.0%	0.0%	9.9%	
We can get internet access at another location	Column N %	33.2%	33.3%	5.1%	0.0%	100.0%	0.0%	63.4%	
Costs are too expensive	Column N %	7.3%	0.0%	5.6%	0.0%	0.0%	0.0%	4.6%	
Cellular/mobile data service meets our needs	Column N %	27.4%	11%	11%	1%	1%	1%	19%	
Total	Count		131	157	572	42	31	15	761
Q7 Approximately how much does your family pay PER MONTH for your home internet service?	Free	Column N %	5%	4%	0.0%	0.0%	2.0%	0.0%	2%
	\$1 to \$20	Column N %	3.2%	2.4%	2.1%	0.0%	4.1%	0.0%	2.0%
	\$21 to \$30	Column N %	9.8%	1.5%	3.2%	0.0%	3.0%	6.5%	3.9%
	\$31 to \$40	Column N %	12.4%	4.0%	15.0%	0.0%	6.5%	10.4%	13.7%
	\$41 to \$50	Column N %	14.2%	13.3%	14.8%	29.9%	11.8%	4.3%	14.9%
	\$51 to \$60	Column N %	20.0%	22.6%	19.6%	30.0%	21.8%	21.4%	20.6%
	\$61 to \$70	Column N %	14.8%	12.9%	16.7%	13.7%	29.5%	26.1%	16.6%
	More than \$70	Column N %	25.2%	42.8%	28.5%	8.9%	19.2%	31.3%	28.1%
	Count		131	157	572	42	31	15	761
	Column N %		3.7%	1.5%	3.9%	3.9%	0.0%	6.2%	2.4%
Q8 How would you describe the speed of your home internet connection?	Very slow	Column N %	10.4%	5.0%	7.4%	5.4%	9.4%	21.1%	7.9%
	Slow	Column N %	50.2%	38.9%	45.3%	59.1%	33.1%	12.7%	44.9%
	Medium	Column N %	31.5%	50.0%	37.9%	25.5%	47.4%	53.5%	38.1%
	Fast	Column N %	4.2%	4.5%	7.6%	6.1%	10.1%	6.5%	6.7%
	Very fast	Column N %	13.7	170	586	44	34	15	786
Total	Count		137	170	586	44	34	15	786
Q9A Importance of home internet service: Speed of connection	1 - Not at All Important	Column N %	0.0%	1.0%	3%	0.0%	1.9%	0.0%	3%
	2	Column N %	1.4%	0.0%	3%	0.0%	0.0%	4.2%	4%
	3	Column N %	11.4%	3.0%	4.8%	0.0%	4.8%	8.4%	5.3%
	4	Column N %	27.4%	26.6%	25.7%	33.2%	13.9%	21.1%	25.0%
	5 - Very Important	Column N %	59.8%	68.9%	69.1%	76.8%	79.4%	66.4%	69.1%
Total	Count		112	148	548	41	31	15	789
Q9B Importance of home internet service: Reliability of connection	1 - Not at All Important	Column N %	5%	0.0%	0.0%	0.0%	0.0%	0.0%	1%
	2	Column N %	0.0%	4%	1%	0.0%	0.0%	0.0%	1%
	3	Column N %	9%	7%	2%	0.0%	1.9%	4.2%	4%
	4	Column N %	7.8%	10.3%	8.4%	22.2%	6.0%	0.0%	9.2%
	5 - Very Important	Column N %	90.8%	88.6%	91.3%	77.7%	91.5%	95.8%	90.2%
Total	Count		136	172	588	44	34	15	790
Q9C Importance of home internet service: Price of services	1 - Not at All Important	Column N %	5%	0.0%	0.0%	3.9%	1.9%	0.0%	3%
	2	Column N %	5%	4%	3%	0.0%	0.0%	4.2%	3%
	3	Column N %	11.1%	10.8%	9.8%	0.0%	12.9%	18.0%	9.3%
	4	Column N %	22.7%	32.3%	30.2%	18.6%	25.5%	19.2%	28.8%
	5 - Very Important	Column N %	65.3%	56.5%	59.2%	77.4%	59.7%	58.7%	60.8%
Total	Count		137	172	588	44	34	15	791
Q9D Importance of home internet service: Clarity of bills	1 - Not at All Important	Column N %	2.1%	3.1%	3.5%	0.0%	8.4%	12.2%	3.7%
	2	Column N %	7.2%	12.8%	11.6%	3.9%	1.9%	4.6%	10.6%
	3	Column N %	21.5%	19.8%	24.8%	38.0%	23.6%	4.5%	24.7%

Mean Ratings by Q21 Telephone Service (multiple response)

		SQ21 Types of Telephone Service Purchased						Total
		Q21_1 Fixed (landline) from Century Link	Q21_2 Fixed from my cable provider	Q21_3 Wireless from AT&T, etc.	Q21_4 Do not have any telephone service	Q21_5 Other phone service	Q21X No response/none selected	
Q3A Importance of services: Internet connection (any speed)	Q3A Importance of services: Internet connection (any speed)	Mean	4.6	4.6	4.7	4.8	4.8	4.5
	Q3B Importance of services: High-speed internet connection	Mean	4.1	4.5	4.5	4.6	4.6	3.9
	Q3C Importance of services: Basic cable television service	Mean	3.1	3.7	2.6	2.7	2.9	3.0
	Q3D Importance of services: Premium cable television services	Mean	2.3	3.0	2.0	2.2	2.3	2.0
	Q3E Importance of services: Fixed (land-line) telephone service	Mean	3.8	2.7	1.8	2.1	2.5	2.6
	Q3F Importance of services: Cellular/mobile telephone service	Mean	4.3	4.6	4.8	4.7	4.5	4.6
	Q3G Importance of home internet service: Speed of connection	Mean	4.5	4.6	4.6	4.6	4.7	4.5
	Q3H Importance of home internet service: Reliability of connection	Mean	4.9	4.9	4.9	4.8	4.9	4.9
	Q3I Importance of home internet service: Price of services	Mean	4.5	4.4	4.5	4.7	4.4	4.3
	Q3J Importance of home internet service: Clarity of bills	Mean	4.0	3.9	3.8	3.8	3.8	4.0
Q9E Importance of home internet service: Ability to contact provider	Q9E Importance of home internet service: Ability to contact provider	Mean	4.3	4.2	3.9	4.0	4.2	4.0
	Q9F Importance of home internet service: Technical support service	Mean	4.3	4.3	4.0	3.9	4.1	4.0
	Q9G Importance of home internet service: Overall customer service	Mean	4.4	4.4	4.2	4.2	4.5	4.1
	Q9H Importance of home internet service: Ability to 'bundle' with cable TV service	Mean	2.3	3.0	2.0	2.3	1.8	2.3
	Q10A Satisfaction with home internet service: Speed of connection	Mean	3.3	3.5	3.4	3.3	3.7	3.4
	Q10B Satisfaction with home internet service: Reliability of connection	Mean	3.6	3.6	3.5	3.3	3.5	

Q13A Listening to music (streaming)	Never	Column N %	24.1%	14.8%	9.1%	8.4%	8.7%	36.7%	11.2%
	Occasionally	Column N %	41.1%	39.4%	34.5%	39.0%	30.7%	30.7%	35.4%
	Frequently	Column N %	34.8%	46.9%	56.4%	56.6%	60.6%	32.6%	53.5%
	Total	Count	130	169	579	44	33	15	775
Q13B Watching movies, videos, or TV	Never	Column N %	22.1%	12.3%	6.8%	10.2%	7.7%	21.1%	8.8%
	Occasionally	Column N %	27.2%	22.8%	18.4%	9.0%	6.8%	15.0%	17.6%
	Frequently	Column N %	50.6%	64.9%	74.8%	80.8%	85.5%	63.9%	73.7%
	Total	Count	134	172	585	44	34	15	781
Q13C Playing online games	Never	Column N %	61.3%	52.7%	54.3%	61.0%	46.7%	66.4%	54.7%
	Occasionally	Column N %	23.0%	20.6%	22.8%	12.5%	17.2%	22.2%	22.1%
	Frequently	Column N %	15.7%	26.7%	22.9%	26.5%	36.0%	11.4%	23.3%
	Total	Count	129	170	579	44	33	15	776
Q13E Making video calls	Never	Column N %	42.0%	31.5%	28.6%	31.1%	9.8%	51.7%	29.7%
	Occasionally	Column N %	47.0%	48.9%	53.3%	58.1%	54.4%	35.6%	51.7%
	Frequently	Column N %	11.0%	19.5%	18.1%	10.9%	35.8%	12.8%	18.6%
	Total	Count	130	170	582	44	33	15	779
Q13F Buying products online	Never	Column N %	4.3%	3.8%	1.9%	1.5%	1.9%	8.6%	2.5%
	Occasionally	Column N %	43.3%	27.8%	29.8%	31.9%	19.4%	55.1%	30.9%
	Frequently	Column N %	52.4%	68.9%	68.3%	66.6%	78.7%	36.5%	66.6%
	Total	Count	133	171	584	44	34	15	782
Q13G Running a home business	Never	Column N %	67.2%	63.0%	65.2%	71.4%	57.4%	65.2%	65.8%
	Occasionally	Column N %	14.8%	14.3%	14.8%	16.2%	13.2%	24.0%	15.2%
	Frequently	Column N %	18.0%	22.7%	20.0%	12.3%	29.3%	10.8%	19.0%
	Total	Count	131	170	583	44	33	15	780
Q13H Receiving government info such as service locations or contact info	Never	Column N %	23.2%	31.4%	27.6%	32.4%	10.5%	16.8%	27.7%
	Occasionally	Column N %	63.7%	53.5%	55.7%	55.1%	67.1%	61.3%	56.6%
	Frequently	Column N %	11.0%	15.1%	16.8%	12.5%	22.5%	21.9%	15.7%
	Total	Count	130	170	581	44	34	15	778
Q13I Conducting government transactions such as permits	Never	Column N %	43.8%	51.7%	50.6%	54.2%	42.8%	36.7%	50.4%
	Occasionally	Column N %	50.0%	37.4%	40.2%	41.2%	52.4%	41.4%	40.7%
	Frequently	Column N %	6.2%	11.0%	9.1%	4.8%	4.8%	21.9%	8.9%
	Total	Count	131	170	583	44	33	15	779
Q13J Accessing school resources (for parents of school-aged children)	Never	Column N %	65.0%	65.5%	71.1%	80.9%	53.0%	65.1%	69.9%
	Occasionally	Column N %	15.7%	15.8%	13.6%	1.4%	26.6%	16.0%	14.6%
	Frequently	Column N %	19.3%	18.6%	15.3%	17.6%	20.4%	18.9%	15.5%
	Total	Count	133	163	546	44	30	14	732
SQ14 Streaming Services Accessed Via Home Internet Connection	Q14.1 Netflix	Column N %	45.3%	63.2%	70.0%	86.9%	62.3%	66.2%	69.2%
	Q14.2 Hulu	Column N %	19.1%	19.3%	32.9%	41.8%	47.3%	16.6%	30.9%
	Q14.3 Amazon	Column N %	45.4%	62.7%	62.1%	69.6%	72.1%	54.2%	61.8%
	Q14.4 YouTube	Column N %	69.4%	71.0%	79.1%	89.3%	78.0%	61.9%	76.7%
	Q14.5 Other	Column N %	13.7%	14.8%	22.0%	14.2%	28.7%	0.0%	20.6%
	Q14X No response/none selected	Column N %	20.5%	14.2%	9.1%	6.2%	7.4%	25.9%	10.8%
Total	Count	144	175	602	44	35	16	811	
Q15A I can choose from multiple internet providers	1 - Not at all important	Column N %	5.9%	4.8%	4.1%	4.0%	5.1%	4.5%	4.1%
	2	Column N %	3.7%	3.7%	4.2%	2.4%	6.1%	9.0%	4.5%
	3	Column N %	23.0%	20.5%	19.5%	11.1%	23.4%	4.5%	18.4%
	4	Column N %	25.8%	28.9%	31.2%	26.9%	16.7%	28.3%	29.0%
	5 - Very important	Column N %	41.7%	42.6%	41.1%	35.6%	48.7%	53.8%	44.0%
	Total	Count	131	167	587	43	32	14	777
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all important	Column N %	5.2%	4.0%	3.2%	0.0%	3.9%	13.4%	3.5%
	2	Column N %	8.9%	5.1%	3.8%	0.0%	0.0%	11.1%	3.8%
	3	Column N %	18.3%	10.7%	15.8%	21.5%	7.9%	4.6%	15.2%
	4	Column N %	24.8%	30.8%	28.4%	30.9%	8.8%	16.1%	28.3%
	5 - Very important	Column N %	40.7%	49.4%	48.8%	47.6%	79.4%	54.8%	49.3%
	Total	Count	130	170	588	43	33	14	783
Q15C I can pay for internet service based on usage (amount of data)	1 - Not at all important	Column N %	16.7%	16.2%	24.3%	22.5%	23.7%	11.5%	22.7%
	2	Column N %	15.1%	12.2%	16.0%	18.5%	12.6%	13.3%	15.8%
	3	Column N %	27.6%	31.4%	27.8%	25.0%	43.9%	41.8%	28.1%
	4	Column N %	19.2%	24.6%	16.7%	11.9%	17.7%	8.9%	17.5%
	5 - Very important	Column N %	21.4%	15.7%	15.2%	21.0%	2.0%	24.5%	15.9%
	Total	Count	128	169	587	43	32	14	779
Q15D My service provider does not place "caps" on my total data use	1 - Not at all important	Column N %	2.5%	2.1%	1.3%	0.0%	2.0%	8.9%	1.6%
	2	Column N %	5.2%	1.8%	0.0%	0.0%	0.0%	0.0%	2.2%
	3	Column N %	10.6%	13.8%	9.3%	16.8%	12.6%	8.9%	10.4%
	4	Column N %	29.5%	21.1%	23.1%	26.4%	30.1%	30.4%	23.1%
	5 - Very important	Column N %	52.1%	60.5%	64.4%	56.8%	55.3%	51.7%	62.8%
	Total	Count	138	168	585	43	32	14	777
Q15E I can use my home internet connection to support a home business	1 - Not at all important	Column N %	39.1%	34.0%	33.1%	42.3%	31.8%	32.6%	33.9%
	2	Column N %	10.2%	12.2%	13.4%	21.3%	9.8%	0.0%	13.4%
	3	Column N %	21.2%	11.0%	16.3%	8.7%	10.1%	26.8%	15.5%
	4	Column N %	9.1%	10.5%	10.9%	8.0%	11.5%	16.8%	11.0%
	5 - Very important	Column N %	20.4%	32.3%	26.2%	19.6%	36.7%	23.8%	26.1%
	Total	Count	127	170	587	42	32	14	779
Q15F I can use my home internet connection to telework part-time for a local job	1 - Not at all important	Column N %	29.9%	24.2%	19.8%	12.6%	21.4%	13.5%	20.6%
	2	Column N %	10.4%	6.7%	8.4%	13.6%	2.0%	8.9%	8.4%
	3	Column N %	18.9%	15.1%	17.2%	11.1%	10.4%	6.6%	17.4%
	4	Column N %	13.2%	14.5%	17.9%	16.8%	26.6%	32.8%	17.9%
	5 - Very important	Column N %	27.5%	39.5%	36.5%	35.8%	39.7%	38.1%	35.8%
	Total	Count	127	170	586	43	32	14	779
Q15G I can use my home internet connection to telework full-time for a distant job	1 - Not at all important	Column N %	49.3%	39.9%	35.4%	41.2%	33.7%	25.0%	36.8%
	2	Column N %	13.0%	13.0%	14.1%	20.0%	15.9%	9.0%	14.0%
	3	Column N %	11.1%	9.1%	15.7%	23.8%	10.4%	37.8%	15.6%
	4	Column N %	9.2%	9.1%	11.2%	0.0%	13.7%	4.6%	10.1%
	5 - Very important	Column N %	17.5%	31.1%	23.4%	15.0%	25.3%	23.7%	23.5%
	Total	Count	126	168	583	43	32	14	777
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling	Column N %	5.0%	2.6%	1.1%	2.3%	0.0%	7.4%	1.8%
	2	Column N %	8.1%	1.0%	2%	1.5%	0.0%	0.0%	4%
	3	Column N %	1.8%	1.0%	6%	2.4%	2.0%	4.7%	1.0%
	4	Column N %	92.5%	95.4%	98.1%	93.9%	98.0%	87.9%	96.8%
	5 - Very Willing	Column N %	1.2%	1.6%	1.8%	1.8%	0.0%	0.0%	1.7%
	Total	Count	126	162	582	43	32	14	768
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling	Column N %	8.5%	6.5%	5.3%	6.0%	4.0%	28.6%	6.2%
	2	Column N %	3.1%	4.8%	5.1%	6.4%	5.0%	0.0%	5.0%
	3	Column N %	17.6%	9.0%	17.0%	16.8%	10.4%	0.0%	15.9%
	4	Column N %	21.1%	25.1%	20.2%	19.0%	13.2%	14.3%	20.5%
	5 - Very Willing	Column N %	49.7%	54.6%	52.3%	51.8%	68.5%	57.0%	52.5%
	Total	Count	124	166	580	43	32	14	771
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling	Column N %	36.6%	26.9%	30.2%	35.9%	37.4%	33.3%	30.2%
	2	Column N %	15.2%	15.1%	14.5%	10.4%	8.6%	7.0%	14.4%
	3	Column N %	19.2%	30.1%	23.4%	19.2%	26.4%	22.5%	23.9%
	4	Column N %	14.9%	11.9%	14.5%	13.6%	12.6%	25.0%	14.4%
	5 - Very Willing	Column N %	14.1%	15.7%	17.4%	20.9%	15.0%	12.1%	17.0%
	Total	Count	122	161	574	43	31	14	760
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling	Column N %	64.5%	61.9%	58.7%	65.5%	62.9%	62.9%	60.4%
	2	Column N %	29.4%	20.5%	21.9%	16.0%	13.9%	0.0%	20.0%
	3	Column N %	12.2%	11.8%	13.6%	12.1%	12.2%	29.7%	13.7%
	4	Column N %	1.4%	2.4%	3.4%	2.4%	0.0%	0.0%	3.0%
	5 - Very Willing	Column N %	1.6%	3.5%	2.6%	4.0%	10.9%	7.4%	3.0%
	Total	Count	122	160	571	43	31	14	759
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling	Column N %	88.2%	88.7%	89.0%	81.2%	85.0%	87.9%	88.4%
	2	Column N %	7.3%	6.6%	6.5%	14.7%	4.1%	4.7%	6.9%
	3	Column N %	1.4%	3.1%	2.0%	0.0%	3.3%	0.0%	2.0%
	4	Column N %	1.1%	.8%	.6%	0.0%	7.7%	7.6%	.9%
	5 - Very Willing	Column N %	2.1%	.8%	1.8%	4.1%	0.0%	0.0%	1.7%
	Total	Count	122	158	571	43	31	14	756
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	1 - Very Unwilling	Column N %	3.5%	2.9%	1.3%	2.3%	0.0%	0.0%	1.7%
	2	Column N %	0.0%	.4%	0.0%	0.0%	0.0%	0.0%	.1%
	3	Column N %	.5%	2.3%	.5%	0.0%	0.0%	0.0%	.6%
	4	Column N %	2.5%	2.9%	.8%	2.4%	2.0%	5.1%	1.6%
	5 - Very Willing	Column N %	93.5%	91.5%	97.3%	95.3%	98.0%	94.9%	96.0%
	Total	Count	127	167	583	43	32	13	770
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	1 - Very Unwilling	Column N %	5.4%	6.1%	3.2%	4.5%	2.0%	12.7%	3.9%
	2	Column N %	3.6%	2.6%	0.0%	3.1%	0.0%	0.0%	2.8%
	3	Column N %	6.2%	9.1%	8.8%	9.5%	0.0%	10.2%	8.3%
	4	Column N %	24.3%	19.7%	18.6%	21.4%	16.5%	5.1%	19.1%
	5 - Very Willing	Column N %	60.4%	61.9%	66.7%	64.6%	78.5%	72.1%	65.9%
	Total	Count	124	165	578	43	32	13	763
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	1 - Very Unwilling	Column N %	27.1%	21.4%	19.1%	9.2%	18.6%	42.0%	18.8%
	2	Column N %	7.8%	13.3%	10.7%	20.7%	3.0%	7.6%	11.5%
	3	Column N %	24.5%	19.2%	19.2%	15.1%	14.8%	5.1%	19.0%
	4	Column N %	16.5%	20.5%	19.5				

satellite television service at home?	Yes, satellite	Column N %	14.5%	2.3%	6.9%	2.1%	6.7%	0.0%	6.7%	
	No	Column N %	40.8%	6.7%	48.8%	34.3%	49.2%	100.0%	43.1%	
	Total	Count	152	176	611	46	35	7	819	
Q19A Importance of programming features: Local programming	1 - Not at all important	Column N %	7%	1.0%	5.2%	9.2%	12.8%	0.0%	4.8%	
	2	Column N %	2.9%	10.0%	9.2%	8.0%	10.5%	0.0%	8.7%	
	3	Column N %	10.4%	13.6%	13.9%	15.0%	9.4%	0.0%	13.8%	
	4	Column N %	15.6%	16.4%	17.2%	16.7%	6.9%	0.0%	18.0%	
	5 - Very important	Column N %	70.4%	59.0%	54.4%	41.1%	60.4%	0.0%	54.7%	
	Total	Count	90	165	311	30	19	0	464	
Q19B Importance of programming features: News programming	1 - Not at all important	Column N %	5.7%	4.0%	7.2%	9.2%	14.3%	0.0%	6.9%	
	2	Column N %	2.8%	9.7%	8.7%	5.3%	10.5%	0.0%	8.1%	
	3	Column N %	12.6%	14.0%	18.1%	20.8%	18.7%	0.0%	18.3%	
	4	Column N %	14.3%	19.3%	20.0%	26.0%	3.4%	0.0%	20.0%	
	5 - Very important	Column N %	64.5%	52.9%	45.9%	38.7%	53.0%	0.0%	46.7%	
	Total	Count	90	165	312	30	19	0	465	
Q19C Importance of programming features: Music channels	1 - Not at all important	Column N %	40.0%	39.9%	42.9%	37.0%	50.2%	0.0%	42.1%	
	2	Column N %	20.9%	18.7%	22.0%	26.9%	23.7%	0.0%	21.7%	
	3	Column N %	22.3%	24.3%	20.9%	32.6%	18.9%	0.0%	22.6%	
	4	Column N %	4.5%	10.4%	7.3%	3.5%	7.2%	0.0%	6.8%	
	5 - Very important	Column N %	12.3%	6.8%	7.9%	0.0%	0.0%	0.0%	6.6%	
	Total	Count	86	160	306	29	18	0	453	
Q19D Importance of programming features: Children's programming	1 - Not at all important	Column N %	64.2%	48.4%	56.0%	67.4%	44.5%	0.0%	55.3%	
	2	Column N %	11.7%	18.3%	14.0%	17.3%	35.4%	0.0%	15.8%	
	3	Column N %	11.3%	12.1%	14.2%	11.9%	0.0%	0.0%	13.7%	
	4	Column N %	4.6%	12.5%	10.5%	0.0%	14.5%	0.0%	9.6%	
	5 - Very important	Column N %	7.2%	8.8%	5.4%	3.5%	5.7%	0.0%	5.6%	
	Total	Count	86	162	308	29	18	0	456	
Q19E Importance of programming features: Sports programming	1 - Not at all important	Column N %	24.7%	14.8%	20.1%	16.3%	42.5%	0.0%	19.5%	
	2	Column N %	7.7%	6.4%	7.8%	17.5%	5.3%	0.0%	8.1%	
	3	Column N %	13.5%	15.1%	11.8%	9.2%	5.7%	0.0%	12.5%	
	4	Column N %	16.5%	21.9%	18.4%	20.0%	20.5%	0.0%	18.7%	
	5 - Very important	Column N %	39.6%	41.7%	42.1%	37.0%	26.1%	0.0%	41.2%	
	Total	Count	88	164	309	29	18	0	460	
Q19F Importance of programming features: Movie network channels	1 - Not at all important	Column N %	9.4%	13.1%	13.8%	16.0%	32.8%	0.0%	14.2%	
	2	Column N %	8.0%	10.6%	12.2%	20.8%	5.1%	0.0%	12.3%	
	3	Column N %	19.9%	21.3%	20.3%	20.0%	21.3%	0.0%	20.9%	
	4	Column N %	25.2%	25.9%	21.8%	14.9%	21.1%	0.0%	22.7%	
	5 - Very important	Column N %	37.4%	29.2%	31.8%	28.2%	19.8%	0.0%	29.9%	
	Total	Count	88	164	310	30	19	0	460	
Q19G Importance of programming features: Specialty channels	1 - Not at all important	Column N %	13.5%	11.4%	16.1%	19.8%	15.8%	0.0%	14.8%	
	2	Column N %	9.6%	9.4%	8.4%	11.9%	15.1%	0.0%	9.1%	
	3	Column N %	22.9%	32.3%	23.6%	32.3%	22.8%	0.0%	26.5%	
	4	Column N %	25.4%	23.6%	24.2%	18.7%	18.8%	0.0%	23.5%	
	5 - Very important	Column N %	28.6%	23.9%	27.5%	17.3%	27.5%	0.0%	26.0%	
	Total	Count	88	160	308	29	17	0	455	
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Free	Column N %	0.0%	3.1%	1.3%	3.6%	0.0%	0.0%	1.9%	
	\$1 to \$20	Column N %	6.8%	2.4%	9.4%	9.8%	14.4%	0.0%	8.2%	
	\$21 to \$30	Column N %	4.8%	6.3%	7.6%	9.9%	17.1%	0.0%	7.0%	
	\$31 to \$40	Column N %	4.1%	4.3%	4.4%	26.5%	5.8%	0.0%	6.3%	
	\$41 to \$50	Column N %	9.7%	7.7%	6.4%	9.7%	3.6%	0.0%	7.2%	
	\$51 to \$60	Column N %	6.3%	9.1%	11.0%	6.2%	5.8%	0.0%	10.1%	
	\$61 to \$70	Column N %	11.2%	14.6%	15.3%	10.7%	7.3%	0.0%	14.1%	
	More than \$70	Column N %	56.4%	52.5%	44.5%	34.1%	46.0%	0.0%	45.3%	
	Total	Count	86	153	305	28	18	0	446	
	SQ21 Types of Telephone Service Available	Q21_1 Fixed (landline) from Century Link	Column N %	100.0%	4.4%	16.5%	0.0%	7.1%	0.0%	18.5%
Q21_2 Fixed from my cable provider		Column N %	5.0%	300.0%	14.6%	1.4%	9.5%	0.0%	21.3%	
Q21_3 Wireless from AT&T, etc.		Column N %	64.0%	50.5%	100.0%	0.0%	37.8%	0.0%	73.7%	
Q21_4 Do not have any telephone service		Column N %	0.0%	4%	0.0%	100.0%	0.0%	0.0%	5.5%	
Q21_5 Other phone service		Column N %	1.7%	1.9%	2.2%	0.0%	100.0%	0.0%	4.3%	
Q21X No response/none selected		Column N %	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	2.0%	
Total	Count	154	177	614	46	36	1	803		
Q22 Is any member of your family allowed by his/her employer to telework from home?	Yes, and our home internet connection enables telework	Column N %	35.9%	52.0%	56.4%	56.5%	50.4%	48.4%	53.4%	
	Yes, but home internet connection is not fast enough for telework	Column N %	6.6%	4.2%	4.7%	3.8%	0.0%	19.2%	4.8%	
	No	Column N %	52.3%	42.3%	35.6%	39.7%	46.8%	32.4%	38.8%	
	Not sure	Column N %	5.3%	1.5%	3.3%	0.0%	2.8%	0.0%	3.0%	
	Total	Count	146	177	608	46	34	0	809	
	Q23 Are you or any member of your household currently telecommuting, or interested in telework opportunities?	Someone in my family already does telework from home	Column N %	30.0%	36.3%	41.5%	33.8%	45.6%	35.7%	38.9%
Someone in my family would like to telework	Column N %	12.5%	21.4%	16.4%	21.6%	12.2%	14.2%	17.2%		
Neither	Column N %	57.5%	41.4%	40.2%	40.8%	42.2%	50.1%	44.0%		
Someone in my family already does telework from home AND Someone in my family would like to telework	Column N %	0.0%	0%	1.9%	3.8%	0.0%	0.0%	1.8%		
Total	Count	149	177	608	46	35	7	814		
Q24 Does someone in your household have a home-based business or plan to start a home-based business in the next three years?	Yes, I/we already have a home-based business	Column N %	18.3%	23.4%	22.4%	16.5%	29.6%	0.0%	20.9%	
	Yes, I/we plan to start one in next three years	Column N %	8.4%	12.1%	12.5%	5.2%	10.3%	14.2%	11.6%	
	No	Column N %	73.3%	64.5%	65.1%	78.3%	60.1%	85.8%	67.4%	
	Total	Count	151	177	612	46	36	7	820	
	Q25 How IMPORTANT or UNIMPORTANT is a high-speed internet connection for your existing or potential home-based business?	Not at all important	Column N %	3.2%	1.0%	6%	0.0%	0.0%	0.0%	7%
	Somewhat unimportant	Column N %	6.7%	1.5%	2.1%	0.0%	0.0%	100.0%	3.1%	
Somewhat important	Column N %	24.8%	13.0%	18.7%	17.5%	13.7%	0.0%	18.6%		
Very important	Column N %	65.4%	84.4%	79.0%	82.5%	86.3%	0.0%	77.6%		
Total	Count	40	63	214	10	14	1	267		
Q26A Help provide broadband communications services for local nonprofit organizations	1 - Strongly Disagree	Column N %	10.4%	7.5%	7.2%	12.2%	5.7%	0.0%	7.7%	
	2.0	Column N %	7.9%	5.4%	6.5%	7.7%	8.6%	0.0%	6.6%	
	3.0	Column N %	26.2%	29.5%	27.5%	33.5%	34.8%	40.9%	27.9%	
	4.0	Column N %	18.5%	16.3%	20.9%	30.9%	19.6%	22.6%	19.4%	
	5 - Strongly Agree	Column N %	39.0%	41.3%	38.2%	36.2%	41.8%	36.4%	38.5%	
	Total	Count	144	170	597	45	34	11	799	
Q26B Help ensure that all residents have access to competitively priced broadband internet services	1 - Strongly Disagree	Column N %	4.7%	2.6%	2.7%	6.1%	1.9%	0.0%	3.0%	
	2.0	Column N %	1.2%	1.2%	2.0%	6.0%	2.0%	0.0%	2.2%	
	3.0	Column N %	10.0%	10.6%	8.4%	9.7%	4.9%	25.6%	8.7%	
	4.0	Column N %	20.9%	21.8%	17.6%	16.0%	18.0%	12.1%	18.7%	
	5 - Strongly Agree	Column N %	63.1%	61.8%	69.3%	62.3%	72.2%	62.3%	67.3%	
	Total	Count	145	172	600	45	34	11	804	
Q26C Help ensure that all school-aged students, parents, and teachers have access to competitively priced broadband internet services	1 - Strongly Disagree	Column N %	7.7%	2.8%	3.3%	6.1%	1.9%	0.0%	3.5%	
	2.0	Column N %	2.7%	3.2%	2.1%	6.0%	3.0%	0.0%	2.6%	
	3.0	Column N %	11.4%	14.1%	12.0%	11.9%	10.5%	25.6%	12.9%	
	4.0	Column N %	22.9%	23.2%	22.0%	22.2%	20.6%	34.9%	22.7%	
	5 - Strongly Agree	Column N %	55.4%	56.8%	60.6%	53.8%	64.0%	39.5%	56.3%	
	Total	Count	146	172	600	45	34	11	803	
Q26D Build a publicly-financed network on which competing private sector companies can offer competitive internet, phone, and cable television services	1 - Strongly Disagree	Column N %	10.8%	4.7%	6.2%	6.1%	6.9%	9.0%	6.1%	
	2.0	Column N %	4.1%	8.3%	6.2%	3.9%	2.0%	0.0%	6.1%	
	3.0	Column N %	21.0%	21.6%	20.3%	23.5%	17.2%	34.9%	20.7%	
	4.0	Column N %	23.5%	29.1%	28.6%	23.7%	39.0%	6.1%	31.0%	
	5 - Strongly Agree	Column N %	40.5%	36.4%	38.7%	42.8%	34.9%	50.1%	39.5%	
	Total	Count	142	171	593	45	33	11	794	
Q27A The competitive market currently offers high-speed internet access at prices that my family can afford	1 - Strongly Disagree	Column N %	17.8%	13.0%	18.7%	15.8%	20.7%	27.3%	19.0%	
	2	Column N %	21.4%	20.1%	24.1%	19.0%	22.5%	12.2%	22.3%	
	3	Column N %	29.1%	32.7%	27.0%	27.6%	22.0%	37.8%	28.1%	
	4	Column N %	18.6%	22.8%	21.9%	22.7%	22.7%	6.1%	21.2%	
	5 - Strongly Agree	Column N %	13.1%	11.5%	8.4%	14.9%	12.0%	16.6%	9.3%	
	Total	Count	140	173	602	45	34	11	802	
Q27B The availability of competitively priced high-speed and/or wireless internet access is a factor I would consider when choosing where to live	1 - Strongly Disagree	Column N %	16.9%	12.0%	12.2%	15.2%	6.6%	0.0%	13.0%	
	2.0	Column N %	12.9%	18.6%	15.7%	17.6%	11.5%	18.3%	16.4%	
	3.0	Column N %	27.5%	25.0%	26.2%	23.5%	21.4%	30.2%	25.5%	
	4.0	Column N %	26.7%	27.1%	23.9%	31.9%	23.6%	12.2%	24.1%	
	5 - Strongly Agree	Column N %	15.9%	16.3%	22.1%	15.9%	33.9%	39.5%	21.0%	
	Total	Count	142	173	602	45	34	11	804	
Q27C High-speed internet access is (or is quickly becoming) as essential a service as water and electricity	1 - Strongly Disagree	Column N %	7.3%	2.1%	2.0%	6.1%	1.9%	0.0%	2.9%	
	2.0	Column N %	6.7%	4.4%	3.7%	3.9%	3.9%	0.0%	3.8%	
	3.0	Column N %	12.3%	11.2%	10.6%	21.4%	4.8%	21.2%	11.2%	
	4.0	Column N %	23.2%	25.0%	22.4%	25.0%	21.6%	21.1%	22.4%	
	5 - Strongly Agree	Column N %	48.8%	56.4%	61.4%	54.4%	67.8%	57.6%	59.7%	
	Total	Count	142	174	604	45	33	11	804	
Q27D I find it more efficient if businesses and my household have high-speed internet access to purchase products and conduct other transactions	1 - Strongly Disagree	Column N %	5.3%	1.7%	1.5%	0.0%	3.8%	0.0%	2.0%	
	2.0	Column N %	4.1%	5.1%	1.9%	0.0%	0.0%	0.0%	2.4%	
	3.0	Column N %	17.5%	11.6%	12.4%	12.5%	12.0%	27.3%	12.8%	
	4.0	Column N %	28.0%	25.3%	22.2%	29.6%	16.6%	18.3%	23.6%	
	5 - Strongly Agree	Column N %	45.1%	56.3%	62.0%	57.8%	67.6%	54.4%	59.2%	
	Total	Count	142	173	599	45	33	11	799	
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband access?	Install state-of-the-art network and offer services to the public	Column N %	38.0%	44.3%	43.3%	35.5%	48.8%	65.1%	43.0%	

SQ21 Types of Telephone Service Available		
Q1 Services Purchase for Household	Chi-square	811.507
	df	42
	Sig.	.000 ^{*,df}
Q2 Are any of these services obtained from the same provider (bundled)?	Chi-square	188.308
	df	12
	Sig.	.000 ^{*,df}
Q3A Importance of services: Internet connection (any speed)	Chi-square	33.578
	df	24
	Sig.	.092 ^{ns,df}
Q3B Importance of services: High-speed Internet connection	Chi-square	53.344
	df	24
	Sig.	.001 ^{*,df}
Q3C Importance of services: Basic cable television service	Chi-square	147.930
	df	24
	Sig.	.000 ^{*,df}
Q3D Importance of services: Premium cable television services	Chi-square	119.123
	df	24
	Sig.	.000 ^{*,df}
Q3E Importance of services: Fixed (land-line) telephone service	Chi-square	448.285
	df	24
	Sig.	.000 ^{*,df}
Q3F Importance of services: Cellular/mobile telephone service	Chi-square	104.599
	df	24
	Sig.	.000 ^{*,df}
Q4 Non-Dial-Up Internet Services Available	Chi-square	115.830
	df	54
	Sig.	.000 ^{*,df}
Q5 Other than cellular/mobile wireless, what is your primary home Internet service?	Chi-square	240.452
	df	42
	Sig.	.000 ^{*,df}
Q6 What is your main reason for not purchasing home Internet service?	Chi-square	11.222
	df	18
	Sig.	.885 ^{ns,df}
Q7 Approximately how much does your family pay PER MONTH for your home Internet service?	Chi-square	121.089
	df	42
	Sig.	.000 ^{*,df}
Q8 How would you describe the speed of your home Internet connection?	Chi-square	45.674
	df	24
	Sig.	.005 ^{*,df}
Q9A Importance of home Internet service: Speed of connection	Chi-square	61.844
	df	24
	Sig.	.000 ^{*,df}
Q9B Importance of home Internet service: Reliability of connection	Chi-square	51.963
	df	24
	Sig.	.001 ^{*,df}
Q9C Importance of home Internet service: Price of services	Chi-square	79.589
	df	24
	Sig.	.000 ^{*,df}
Q9D Importance of home Internet service: Clarity of bills	Chi-square	36.594
	df	24
	Sig.	.048 ^{*,df}
Q9E Importance of home Internet service: Ability to contact provider	Chi-square	49.238
	df	24
	Sig.	.002 ^{*,df}
Q9F Importance of home Internet service: Technical support service	Chi-square	58.239
	df	24
	Sig.	.000 ^{*,df}
Q9G Importance of home Internet service: Overall customer service	Chi-square	44.234
	df	24
	Sig.	.007 ^{*,df}
Q9H Importance of home Internet service: Ability to 'bundle' with cable TV service	Chi-square	145.416
	df	24
	Sig.	.000 ^{*,df}
Q10A Satisfaction with home Internet service: Speed of connection	Chi-square	23.850
	df	24
	Sig.	.470 ^{ns,df}
Q10B Satisfaction with home Internet service: Reliability of connection	Chi-square	26.989
	df	24
	Sig.	.305 ^{ns,df}
Q10C Satisfaction with home Internet service: Price of services	Chi-square	46.496
	df	24
	Sig.	.004 ^{*,df}
Q10D Satisfaction with home Internet service: Clarity of bills	Chi-square	20.689
	df	24
	Sig.	.612 ^{ns,df}
Q10E Satisfaction with home Internet service: Ability to contact provider	Chi-square	26.800
	df	24
	Sig.	.314 ^{ns,df}
Q10F Satisfaction with home Internet service: Technical support service	Chi-square	32.754
	df	24
	Sig.	.109 ^{ns,df}
Q10G Satisfaction with home Internet service: Overall customer service	Chi-square	30.343
	df	24
	Sig.	.174 ^{ns,df}
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	Chi-square	85.275
	df	24
	Sig.	.000 ^{*,df}
Q11A Willing to switch 100 Mbps: \$45 per month	Chi-square	37.591
	df	24
	Sig.	.038 ^{*,df}
Q11B Willing to switch 100 Mbps: \$65 per month	Chi-square	40.719
	df	24
	Sig.	.018 ^{*,df}
Q11C Willing to switch 100 Mbps: \$75 per month	Chi-square	42.370
	df	24
	Sig.	.012 ^{*,df}
Q11D Willing to switch 100 Mbps: \$85 per month	Chi-square	36.274
	df	24
	Sig.	.052 ^{ns,df}
Q11E Willing to switch 100 Mbps: \$95 per month	Chi-square	37.684
	df	24
	Sig.	.037 ^{*,df}
Q12A Willing to switch 1 Gbps: \$55 per month	Chi-square	49.527
	df	24
	Sig.	.002 ^{*,df}
Q12B Willing to switch 1 Gbps: \$65 per month	Chi-square	61.773
	df	24
	Sig.	.000 ^{*,df}
Q12C Willing to switch 1 Gbps: \$75 per month	Chi-square	54.557
	df	24
	Sig.	.000 ^{*,df}
Q12D Willing to switch 1 Gbps: \$85 per month	Chi-square	27.364
	df	24
	Sig.	.288 ^{ns,df}
Q12E Willing to switch 1 Gbps: \$95 per month	Chi-square	27.818
	df	24
	Sig.	.268 ^{ns,df}
Q13A Listening to music (streaming)	Chi-square	65.596
	df	12
	Sig.	.000 ^{*,df}
Q13B Watching movies, videos, or TV	Chi-square	82.291
	df	12
	Sig.	.000 ^{*,df}
Q13C Playing online games	Chi-square	13.962
	df	12
	Sig.	.303 ^{ns,df}
Q13E Making video calls	Chi-square	33.402
	df	12
	Sig.	.001 ^{*,df}
Q13F Buying products online	Chi-square	29.432
	df	12
	Sig.	.001 ^{*,df}
Q13G Running a home business	Chi-square	10.236
	df	12
	Sig.	.595 ^{ns,df}
Q13H Receiving government info such as service locations or contact info	Chi-square	15.206
	df	12
	Sig.	.230 ^{ns,df}
Q13I Conducting government transactions such as permits	Chi-square	13.417
	df	12
	Sig.	.339 ^{ns,df}
Q13J Accessing school resources (for	Chi-square	17.291

parents of school-aged children)	df	12
	Sig.	.139 ^a
Q214 Streaming Service Accessed Via Home Internet Connection	Chi-square	201.846
	df	36
	Sig.	.000 ^a
Q15A I can choose from multiple internet providers	Chi-square	23.868
	df	24
	Sig.	.469 ^a
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	Chi-square	50.010
	df	24
	Sig.	.001 ^a
Q15C I can pay for internet service based on usage (amount of data)	Chi-square	34.570
	df	24
	Sig.	.075 ^a
Q15D My service provider does not place "caps" on my total data use	Chi-square	33.663
	df	24
	Sig.	.091 ^a
Q15E I can use my home internet connection to support a home business	Chi-square	27.699
	df	24
	Sig.	.273 ^a
Q15F I can use my home internet connection to telework part-time for a local job	Chi-square	29.642
	df	24
	Sig.	.197 ^a
Q15G I can use my home internet connection to telework full-time for a distant job	Chi-square	44.437
	df	24
	Sig.	.007 ^a
Q16A Willing to pay fiber hook-up fee: \$0	Chi-square	35.209
	df	18
	Sig.	.003 ^a
Q16B Willing to pay fiber hook-up fee: \$100	Chi-square	36.803
	df	24
	Sig.	.046 ^a
Q16C Willing to pay fiber hook-up fee: \$250	Chi-square	15.435
	df	24
	Sig.	.927 ^a
Q16D Willing to pay fiber hook-up fee: \$500	Chi-square	24.684
	df	24
	Sig.	.423 ^a
Q16E Willing to pay fiber hook-up fee: \$1,000	Chi-square	31.857
	df	24
	Sig.	.131 ^a
Q17A Willing to pay fiber hook-up fee if save \$20 per month on bill: \$0	Chi-square	40.808
	df	24
	Sig.	.017 ^a
Q17B Willing to pay fiber hook-up fee if save \$20 per month on bill: \$100	Chi-square	22.527
	df	24
	Sig.	.548 ^a
Q17C Willing to pay fiber hook-up fee if save \$20 per month on bill: \$250	Chi-square	33.789
	df	24
	Sig.	.088 ^a
Q17D Willing to pay fiber hook-up fee if save \$20 per month on bill: \$500	Chi-square	44.690
	df	24
	Sig.	.006 ^a
Q17E Willing to pay fiber hook-up fee if save \$20 per month on bill: \$1,000	Chi-square	20.441
	df	24
	Sig.	.673 ^a
Q18 Do you purchase cable or satellite television service at home?	Chi-square	219.160
	df	18
	Sig.	.000 ^a
Q19A Importance of programming features: Local programming	Chi-square	31.503
	df	20
	Sig.	.049 ^a
Q19B Importance of programming features: News programming	Chi-square	30.195
	df	20
	Sig.	.067 ^a
Q19C Importance of programming features: Music channels	Chi-square	24.009
	df	20
	Sig.	.242 ^a
Q19D Importance of programming features: Children's programming	Chi-square	29.391
	df	20
	Sig.	.080 ^a
Q19E Importance of programming features: Sports programming	Chi-square	20.965
	df	20
	Sig.	.399 ^a
Q19F Importance of programming features: Movie network channels	Chi-square	18.432
	df	20
	Sig.	.559 ^a
Q19G Importance of programming features: Specialty channels	Chi-square	16.996
	df	20
	Sig.	.651 ^a
Q20 Approximately how much do you pay PER MONTH for cable or satellite television service?	Chi-square	72.069
	df	35
	Sig.	.000 ^a
Q21 Types of Telephone Service Available	Chi-square	
	df	
	Sig.	.
Q22 Is any member of your family allowed by his/her employer to telework from home?	Chi-square	45.045
	df	18
	Sig.	.000 ^a
Q23 Are you or any member of your household currently telecommuting, or interested in telework	Chi-square	35.386
	df	18
	Sig.	.008 ^a
Q24 Does someone in your household have a home-based business or plan to start a home-	Chi-square	16.563
	df	12
	Sig.	.167 ^a
Q25 How IMPORTANT or UNIMPORTANT is a high-speed internet connection for your existing	Chi-square	47.319
	df	18
	Sig.	.000 ^a
Q26A Help provide broadband communications services for local nonprofit organizations	Chi-square	17.148
	df	24
	Sig.	.842 ^a
Q26B Help ensure that all residents have access to competitively priced broadband internet services	Chi-square	26.673
	df	24
	Sig.	.320 ^a
Q26C Help ensure that all school-aged students, parents, and teachers have access to	Chi-square	25.080
	df	24
	Sig.	.401 ^a
Q26D Build a publicly-financed network on which competing private sector companies can offer	Chi-square	19.234
	df	24
	Sig.	.736 ^a
Q27A The competitive market currently offers high-speed internet access at prices that my family can	Chi-square	26.110
	df	24
	Sig.	.348 ^a
Q27B The availability of competitively priced high-speed and/or wireless internet access is a	Chi-square	25.530
	df	24
	Sig.	.377 ^a
Q27C High-speed internet access is (or is quickly becoming) as essential a service as water and electricity	Chi-square	40.256
	df	24
	Sig.	.020 ^a
Q27D I find it more efficient if businesses and my household have high-speed internet access to	Chi-square	47.493
	df	24
	Sig.	.007 ^a
Q28 What do you think the MAIN role for the Seattle city government should be with respect to broadband?	Chi-square	34.791
	df	30
	Sig.	.250 ^a

^a Results are based on nonempty row and columns in each innermost subtable.

^{*} The Chi-square statistic is significant at the .05 level.

^b More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

^c The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

^d Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the computation of Chi-square test.

^e The Chi-square test is not performed for this subtable because row and column variables are identical.

Comparisons of Column Proportions^{c,d}

	Q21. Types of Telephone Service Available					
	Q21. 4 Do					
	Q21_1 Fixed (landline) from Century Link	Q21_2 Fixed from my cable provider	Q21_3 Wireless from AT&T, etc.	Q21_4 Other phone service	Q21_5 Other phone service	Q21X No response/none selected
(A)	(B)	(C)	(D)	(E)	(F)	
Q21 Services Purchase for Household	Q21_1 Internet service		A			
	Q21_2 Cable or satellite television		A C D E F			
	Q21_3 Fixed (land-line) telephone service	B C D E F	C D		C D	D
	Q21_4 Cellular/mobile telephone service		A D			
	Q21_5 Don't know which services purchased	.		.		C
	Q21_6 None (no services purchased)	.				.

	5 - Very Satisfied							
Q10H Satisfaction with home Internet service: Ability to 'bundle' with cable TV service	1 - Very Dissatisfied			B	B	B		
	2						A B C	
	3	E		E				
	4		C					
	5 - Very Satisfied							*
Q11A Willing to switch 100 Mbps: \$55 per month	1 - Very Unwilling		C				*	*
	2							
	3							
	4							
	5 - Very Willing			A				
Q11B Willing to switch 100 Mbps: \$65 per month	1 - Very Unwilling		B C					*
	2							
	3							
	4							
	5 - Very Willing			A				
Q11C Willing to switch 100 Mbps: \$75 per month	1 - Very Unwilling		B C					
	2							
	3							
	4							D
	5 - Very Willing							
Q11D Willing to switch 100 Mbps: \$85 per month	1 - Very Unwilling		B					
	2							
	3							
	4							
	5 - Very Willing							
Q11E Willing to switch 100 Mbps: \$95 per month	1 - Very Unwilling							
	2							
	3							
	4					*	*	*
	5 - Very Willing							*
Q12A Willing to switch 1 Gbps: \$55 per month	1 - Very Unwilling		C					
	2	*		C	*	*		
	3							
	4							
	5 - Very Willing		A	A				
Q12B Willing to switch 1 Gbps: \$65 per month	1 - Very Unwilling		B C					
	2	C						*
	3							
	4							
	5 - Very Willing		A	A				
Q12C Willing to switch 1 Gbps: \$75 per month	1 - Very Unwilling		B C					
	2					B		
	3							
	4							
	5 - Very Willing		A	A				
Q12D Willing to switch 1 Gbps: \$85 per month	1 - Very Unwilling		B C					
	2							
	3							
	4							
	5 - Very Willing							
Q12E Willing to switch 1 Gbps: \$95 per month	1 - Very Unwilling							
	2							
	3							
	4							
	5 - Very Willing							*
Q13A Listening to music (streaming)	Never		C					C
	Occasionally							
	Frequently			A				
Q13B Watching movies, videos, or TV	Never		C					
	Occasionally							
	Frequently			A	A	A		
Q13C Playing online games	Never							
	Occasionally							
	Frequently							
Q13E Making video calls	Never		C E					E
	Occasionally						A	
	Frequently							
Q13F Buying products online	Never							
	Occasionally		C					
	Frequently			A	A			
Q13G Running a home business	Never							
	Occasionally							
	Frequently							
Q13H Receiving government info such as service locations or contact info	Never							
	Occasionally							
	Frequently							
Q13I Conducting government transactions such as permits	Never							
	Occasionally							
	Frequently							
Q13J Accessing school resources (for parents of school-aged children)	Never							
	Occasionally							D
	Frequently							
Q14 Streaming Services Accessed Via Home Internet Connection	Q14.1 Netflix		A	A	A B			
	Q14.2 Hulu			A B	A B		A B	
	Q14.3 Amazon		A	A				
	Q14.4 YouTube			A	A F			
	Q14.5 Other							*
	Q14X No response/none selected		C					
Q15A I can choose from multiple Internet providers	1 - Not at all important							
	2							
	3							
	4							
	5 - Very Important							
Q15B I can buy service with very high speeds (10-100 times DSL or cable speeds)	1 - Not at all important				*			
	2	C			*	*		
	3							
	4							
	5 - Very Important						A B C	
Q15C I can pay for Internet service based on usage (amount of data)	1 - Not at all important							
	2							
	3							
	4							
	5 - Very Important				*			
Q15D My service provider does not place 'caps' on my total data use	1 - Not at all important				*	*	*	*
	2	C			*	*	*	*
	3							
	4							
	5 - Very Important			A				
Q15E I can use my home Internet connection to support a home business	1 - Not at all important							*
	2							
	3							
	4							
	5 - Very Important							
Q15F I can use my home Internet connection to telework part-time for a local job	1 - Not at all important							
	2							
	3							
	4							
	5 - Very Important							
Q15G I can use my home Internet connection to telework full-time for a distant job	1 - Not at all important		C					
	2							
	3							B
	4				*			
	5 - Very Important							
Q16A Willing to pay fiber hook-up fee: \$0	1 - Very Unwilling		C				*	*
	2						*	*
	3							
	4							
	5 - Very Willing			A				
Q16B Willing to pay fiber hook-up fee: \$100	1 - Very Unwilling							C
	2							*
	3			B				*
	4							
	5 - Very Willing							
Q16C Willing to pay fiber hook-up fee: \$250	1 - Very Unwilling							
	2							
	3							
	4							
	5 - Very Willing							
Q16D Willing to pay fiber hook-up fee: \$500	1 - Very Unwilling							*
	2							
	3							
	4					*	*	
	5 - Very Willing							
Q16E Willing to pay fiber hook-up fee: \$1,000	1 - Very Unwilling							
	2							

