

# City of Seattle Residential Internet, Cable TV, and Telephone Services Survey



January 2015

*Even if you do not have home Internet access,  
please complete the relevant portions of this survey  
form and return to us. Your opinions,  
experiences, and information are important to us.*

The City of Seattle is sending you this survey as part of its research into how its residents use Internet services. *The information gathered will not be used to sell you anything.* It will not be used for any purpose other than its stated intention – to inform the City’s understanding of its residents’ use of Internet services and to explore strategies to improve Internet accessibility and affordability in Seattle.

Even if you do not have Internet access at home, please complete the relevant portions of this survey – your experiences and opinions are important to us.

This survey should take approximately 10 minutes. It should be completed by the person who makes purchase decisions for your household’s use of Internet services.

Please return your completed form in the enclosed postage-paid envelope by February 15, 2015.

If you have questions regarding this survey, please contact Tony Perez at 206.684.8498 or [tony.perez@seattle.gov](mailto:tony.perez@seattle.gov).

Thank you!

## HOME INTERNET CONNECTION AND USE

**1. Which of the following services do you currently purchase for your household? (✓all that apply)**

- 1 Internet service
- 2 Cable or satellite television
- 3 Fixed (land line) telephone service
- 4 Cellular/mobile telephone service
- 5 Don't know
- 6 None

**2. Are any of these services obtained from the same provider (bundled)?**

- 1 All my services are bundled
- 2 All services are obtained through separate providers
- 3 Some services are bundled, some are sold separately
- 4 Don't know

**3. How IMPORTANT or UNIMPORTANT are the following services to your household? (please circle your response)**

Aspect	<i>Not at All</i> <i>Important</i>			<i>Very</i> <i>Important</i>	
	1	2	3	4	5
(a) Internet connection (any speed)	1	2	3	4	5
(b) High-speed Internet connection (supports activities like content streaming, online game playing, making video calls, etc.)	1	2	3	4	5
(c) Basic cable television service	1	2	3	4	5
(d) Premium cable television services	1	2	3	4	5
(e) Fixed (land-line) telephone service	1	2	3	4	5
(f) Cellular/mobile telephone service	1	2	3	4	5

**4. What kinds of non-dial-up Internet service are available for you to purchase at your home? (✓ all that apply)**

- 1 Digital Subscriber Line (DSL) (from CenturyLink or other)
- 2 Cable modem (from Comcast, Wave)
- 3 Satellite (DirecTV, Dish Network, HughesNet, or other)
- 4 Fixed wireless (not cellular/mobile)
- 5 Cellular/mobile wireless
- 6 Condo or Apartment Association Internet
- 7 Don't know
- 8 None

**5. Other than cellular/mobile wireless, does your family purchase Internet service at your home, and if so what is your primary home Internet service? (Other than cellular/mobile wireless)**

- 1 No home Internet service (**Please continue to Question 6**)
- 2 Telephone line—dial-up
- 3 Digital Subscriber Line (DSL) (from a CenturyLink or other)
- 4 Cable modem (from Comcast, Wave)
- 5 Satellite (from DirecTV, Dish Network, or HughesNet, etc.)
- 6 Fixed Wireless (not cellular/mobile) (Clear, or other)
- 7 Condo or Apartment Association Internet
- 8 Other (Please specify: \_\_\_\_\_)

Please skip to  
Question 7

**6. If you do not have Internet service at your home (besides cellular), what is your main reason for not purchasing home Internet service? (✓ only one – then skip to **Question 18** on page 8)**

- 1 We have Internet-enabled (computer/tablet) devices in our home
- 2 My family and I have no need for the Internet
- 3 We can get Internet access at another location
- 4 Costs are too expensive
- 5 Cellular/mobile data service meets our needs

**7. Approximately how much does your family pay PER MONTH for your home Internet service (not including cellular/mobile wireless, cable TV, or phone service)?**

- |   |   |
|---|---|
| <input type="checkbox"/> 1 Free         | <input type="checkbox"/> 5 \$41 to \$50   |
| <input type="checkbox"/> 2 \$1 to \$20  | <input type="checkbox"/> 6 \$51 to \$60   |
| <input type="checkbox"/> 3 \$21 to \$30 | <input type="checkbox"/> 7 \$61 to \$70   |
| <input type="checkbox"/> 4 \$31 to \$40 | <input type="checkbox"/> 8 More than \$70 |

**8. How would you describe the speed of your *home* Internet connection (not your mobile/cellular connection)?**

- 1 Very slow
- 2 Slow
- 3 Medium
- 4 Fast
- 5 Very fast

**9. How IMPORTANT or UNIMPORTANT are the following aspects of *home* Internet service (not cellular/mobile) to you? (please circle your response)**

Aspect	Not at All			Very	
	Important			Important	
	1	2	3	4	5
(a) Speed of connection	1	2	3	4	5
(b) Reliability of connection	1	2	3	4	5
(c) Price of services	1	2	3	4	5
(d) Clarity of bills	1	2	3	4	5
(e) Ability to contact provider	1	2	3	4	5
(f) Technical support service	1	2	3	4	5
(g) Overall customer service	1	2	3	4	5
(h) Ability to “bundle” with cable TV service	1	2	3	4	5

**10. How SATISFIED or DISSATISFIED are the following aspects of current *home* Internet access? (please circle your response. Leave blank if not applicable.)**

Aspect	Very Dissatisfied				Very Satisfied
	1	2	3	4	5
(a) Speed of connection	1	2	3	4	5
(b) Reliability of connection	1	2	3	4	5
(c) Price of services	1	2	3	4	5
(d) Clarity of bills	1	2	3	4	5
(e) Ability to contact provider	1	2	3	4	5
(f) Technical support service	1	2	3	4	5
(g) Overall customer service	1	2	3	4	5
(h) Ability to “bundle” with cable TV service	1	2	3	4	5

**11. Consider what price level would make you interested in switching to another Internet service provider. How willing or unwilling would you be to switch to a service of 100 Mbps downstream and upstream (5 to 10 times faster than a cable modem) for the following monthly price? (circle your response)**

Monthly Price	Very Unwilling				Very Willing
	1	2	3	4	5
(a) \$55 per month	1	2	3	4	5
(b) \$65 per month	1	2	3	4	5
(c) \$75 per month	1	2	3	4	5
(d) \$85 per month	1	2	3	4	5
(e) \$95 per month	1	2	3	4	5

- 12. How willing or unwilling would you be to switch to a service of 1 Gbps downstream and upstream (100 times faster than a cable modem) for the following monthly prices? (circle your response)**

Monthly Price	Very Unwilling				Very Willing
	1	2	3	4	5
(a) \$55 per month	1	2	3	4	5
(b) \$65 per month	1	2	3	4	5
(c) \$75 per month	1	2	3	4	5
(d) \$85 per month	1	2	3	4	5
(e) \$95 per month	1	2	3	4	5

- 13. How often does your family use your home Internet connection (not including cellular/mobile) for: (please circle your response)**

Home Internet Activity	<u>Never</u>	<u>Occasionally</u>	<u>Frequently</u>
(a) Listening to music (streaming)	1	2	3
(b) Watching movies, videos, or TV	1	2	3
(c) Playing online games	1	2	3
(d) Connecting to a work computer	1	2	3
(e) Making video calls (Skype, etc.)	1	2	3
(f) Buying products online	1	2	3
(g) Running a home business	1	2	3
(h) Receiving government info such as service locations or contact info	1	2	3
(i) Conducting government transactions such as permits	1	2	3
(j) Accessing school resources (for parents of school-aged children)	1	2	3

- 14. What streaming services do you access via your home Internet connection? (✓all that apply)**

- 1 Netflix
- 2 Hulu
- 3 Amazon
- 4 YouTube
- 5 Other (Please specify: \_\_\_\_\_)

**15. How IMPORTANT or UNIMPORTANT are these features when selecting a home (not cellular/mobile) Internet service provider? (please circle your response)**

Feature	Not at All				Very
	Important				Important
(a) I can choose from multiple Internet providers	1	2	3	4	5
(b) I can buy service with very high speeds (10 – 100 times DSL or cable speeds)	1	2	3	4	5
(c) I can pay for Internet service based on usage (amount of data)	1	2	3	4	5
(d) My service provider does not place “caps” on my total data use	1	2	3	4	5
(e) I can use my home Internet connection to support a home business	1	2	3	4	5
(f) I can use my home Internet connection to telework part-time for a local job	1	2	3	4	5
(g) I can use my home Internet connection to telework full-time for a distant job	1	2	3	4	5

**16. One proposed financing model for a world-class fiber optic network is to charge residences an initial hook-up fee to connect to the network, which enables data rates 100 times faster than cable modem service (1 Gbps upload and download) and allows many competing Internet, phone, and cable television companies to offer consumer services. How willing or unwilling would you be to pay an upfront hook-up fee for this service if the one-time hook-up fee were?: (Please circle your response)**

Price of Hook-up	Very				Very
	Unwilling				Willing
(a) \$0 (zero)	1	2	3	4	5
(b) \$100	1	2	3	4	5
(c) \$250	1	2	3	4	5
(d) \$500	1	2	3	4	5
(e) \$1,000	1	2	3	4	5

- 17. 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 for a very high speed Internet service if the one-time hook-up fee were?:**      *(Please circle your response)*

Price of Hook-up	<i>Very Unwilling</i>				<i>Very Willing</i>
	1	2	3	4	5
(a) \$0 (zero)	1	2	3	4	5
(b) \$100	1	2	3	4	5
(c) \$250	1	2	3	4	5
(d) \$500	1	2	3	4	5
(e) \$1,000	1	2	3	4	5

## TELEVISION AND TELEPHONE SERVICE

**18. Do you purchase cable or satellite television service at home?**

- 1 Yes, cable
- 2 Yes, satellite
- 3 No. (Please skip to **Question 21**)

**19. How IMPORTANT or UNIMPORTANT are the following programming features? (circle your response)**

Content	<i>Not at All</i>					<i>Very</i>
	<i>Important</i>					<i>Important</i>
(a) Local programming	1	2	3	4	5	
(b) News programming	1	2	3	4	5	
(c) Music channels	1	2	3	4	5	
(d) Children’s programming	1	2	3	4	5	
(e) Sports programming	1	2	3	4	5	
(f) Movie network channels	1	2	3	4	5	
(g) Specialty channels	1	2	3	4	5	

**20. Approximately how much do you pay PER MONTH for cable or satellite television service (not including Internet or phone)?**

- 1 Free
- 2 \$1 to \$20
- 3 \$21 to \$30
- 4 \$31 to \$40
- 5 \$41 to \$50
- 6 \$51 to \$60
- 7 \$61 to \$70
- 8 More than \$70

**21. Please indicate which type(s) of telephone service you have:**

*(✓ all that apply)*

- 1 Fixed (landline) from Century Link
- 2 Fixed from my cable provider (Comcast, Wave)
- 3 Wireless from AT&T, Sprint, T-Mobile, Verizon, or other
- 4 Do not have any telephone service
- 5 Other phone service (please specify: \_\_\_\_\_)

## INTERNET USE FOR JOBS/CAREERS

**22. Is any member of your family allowed by his/her employer to telework from home? (*✓ only one*)**

- 1 Yes, and our home Internet connection enables telework
- 2 Yes, but home Internet connection is not fast enough to telework
- 3 No
- 4 Not sure

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

- 1 Someone in my family already does telework from home
- 2 Someone in my family would like to telework
- 3 No

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

- 1 Yes, I/we already have a home-based business
- 2 Yes, I/we plan to start one in next three years
- 3 No (**Please skip to Question 26**)

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

- 1 Not at all important
- 2 Somewhat unimportant
- 3 Somewhat important
- 4 Very important

## ROLE OF THE CITY

- 26. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you believe that the City should do the following: (please circle your response)**

Aspect	<i>Strongly Disagree</i>			<i>Strongly Agree</i>	
	1	2	3	4	5
(a) Help provide broadband communications services for local nonprofit organizations	1	2	3	4	5
(b) Help ensure that all residents have access to competitively priced broadband Internet services	1	2	3	4	5
(c) Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	1	2	3	4	5
(d) Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	1	2	3	4	5

- 27. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you agree with the following statements: (please circle your response)**

Aspect	<i>Strongly Disagree</i>			<i>Strongly Agree</i>	
	1	2	3	4	5
(a) The competitive market currently offers high-speed Internet access at prices that my family can afford	1	2	3	4	5
(b) The availability of competitively priced high-speed and/or wireless Internet access is a factor I would consider when choosing where to live	1	2	3	4	5
(c) High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	1	2	3	4	5
(d) I find it more efficient if businesses and my household have high-speed Internet access to purchase products and conduct other transactions	1	2	3	4	5

**28. What do you think the MAIN role for the Seattle city government should be with respect to broadband access? (✓MAIN role)**

- 1 Install state-of-the-art network and offer services to the public
- 2 Install state-of-the-art network and lease it to competing private companies to offer services to the public
- 3 Encourage a private firm to build a fiber network
- 4 No role
- 5 Don't know

**INFORMATION ABOUT YOUR HOUSEHOLD**

*The following questions will help describe the total group of survey respondents. Your individual information will not be reported separately – it will be reported only as a part of a larger group to help ensure that the respondents are a representative sample of the citizens of Seattle.*

**29. The person completing this questionnaire is:**

- 1 Female
- 2 Male

**30. To which age group do you belong?**

- 1 18 to 34 years
- 2 35 to 44 years
- 3 45 to 54 years
- 4 55 to 64 years
- 5 65 years and older

**31. Which category best describes your highest level of education?**

- 1 Some high school
- 2 Completed high school
- 3 Two-year college associate or technical degree
- 4 Four-year college degree
- 5 Graduate degree

**32. What was your approximate 2014 household income?**

- 1 Less than \$25,000
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$74,999
- 4 \$75,000 to \$99,999
- 5 \$100,000 to \$149,999
- 6 \$150,000 to \$199,999
- 7 \$200,000 or more

**33. Do you own or rent your home?**

- 1 Own
- 2 Rent

*Thank you for completing this survey!*