



## **Appendix C – Residential Market Research Survey Questionnaire**

**Prepared for the City of Madison  
August 2016**

# City of Madison

## Residential Internet, Cable TV, and Telephone Services Survey



May 2016

*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 Madison is sending you this survey as part of our research into how our 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 our City.

Even if you do not have Internet access at your home, please complete the relevant portions of this survey. We value your input.

Completing this survey should take approximately ten 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 May 27, 2016.

If you have questions regarding this survey, please leave voicemail at (608) 246-5330 or send e-mail to [InternetSurvey@cityofmadison.com](mailto:InternetSurvey@cityofmadison.com).

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 in my home (excluding cellular/mobile)
- 2 Cellular/mobile telephone service with Internet (Smartphone)
- 3 Cellular/mobile telephone service without Internet (basic phone)
- 4 Fixed (land line) telephone service
- 5 Cable or satellite television
- 6 Don't know
- 7 None of the above

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

Aspect	Not at All Important <span style="float: right;">Very Important</span>				
	1	2	3	4	5
(a) Internet connection (any speed)	1	2	3	4	5
(b) High-speed Internet connection	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

3. How many personal computing devices (desktop/laptop computers, tablets, Smart TVs, other Internet-enabled devices) do you have in your home?

- 1 1 or 2
- 2 3 or 4
- 3 5 or more
- 4 I do not have any personal computing devices in my home

4. What is your **primary home** Internet service connection? (*✓ only one*)

- 1 No home Internet service (**Please continue to Question 5**)
- 2 Telephone line—dial-up
- 3 Digital Subscriber Line (DSL) (from AT&T or other)
- 4 Fiber based Internet (from TDS or other)
- 5 Cable modem (from Charter or other)
- 6 Satellite (from DirecTV, Dish Network, or HughesNet, etc.)
- 7 Cellular/mobile Internet
- 8 Condo or apartment association Internet
- 9 Other (Please specify: \_\_\_\_\_)

Please skip to  
Question 6

5. If you **do not** have Internet service at your home, what is your **main** reason for not purchasing home Internet service? (*✓ only one – then skip to **Question 15** on page 6*)

- 1 No Internet service is available at our location
- 2 We have no Internet-enabled devices in our home
- 3 We have no need for the Internet
- 4 We can get Internet access at another location
- 5 Costs are too expensive

6. Approximately how much does your family pay **PER MONTH** for your **home** Internet service (not including television or phone service if you bundle services)?

- |   |   |
|---|---|
| <input type="checkbox"/> 1 Free         | <input type="checkbox"/> 5 \$51 to \$60   |
| <input type="checkbox"/> 2 \$1 to \$30  | <input type="checkbox"/> 6 \$61 to \$70   |
| <input type="checkbox"/> 3 \$31 to \$40 | <input type="checkbox"/> 7 \$71 to \$80   |
| <input type="checkbox"/> 4 \$41 to \$50 | <input type="checkbox"/> 8 More than \$80 |

7. How would you describe the speed of your **home** Internet connection?

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

8. How **IMPORTANT** or **UNIMPORTANT** are the following aspects of home Internet service to you? (please circle your response)

Aspect	Not at All Important					Very 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) Overall customer service	1	2	3	4	5	
(e) Ability to “bundle” with TV service	1	2	3	4	5	

9. How **SATISFIED** or **DISSATISFIED** are you with the following aspects of current home Internet access? (please circle your response)

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) Overall customer service	1	2	3	4	5
(e) Ability to “bundle” with TV service	1	2	3	4	5

10. Consider what price level would make you interested in switching to another Internet service. How **WILLING** or **UNWILLING** would you be to switch to 1 Gbps service (10 to 20 times faster than a cable modem) for the following monthly price? (please circle your response)

Monthly Price	Very Unwilling				Very Willing
	1	2	3	4	5
(a) \$30 per month	1	2	3	4	5
(b) \$40 per month	1	2	3	4	5
(c) \$50 per month	1	2	3	4	5
(d) \$60 per month	1	2	3	4	5
(e) \$70 per month	1	2	3	4	5
(f) \$80 per month	1	2	3	4	5

**11. How often does your family use your home Internet connection for:**  
*(please circle your response)*

<b>Home Internet Activity</b>	<i>Never</i>	<i>Occasionally</i>	<i>Frequently</i>
(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) Shopping online	1	2	3
(g) Running a home business	1	2	3
(h) Accessing educational resources	1	2	3
(i) Accessing City of Madison information or services	1	2	3

**12. How IMPORTANT or UNIMPORTANT are these features when selecting a home Internet service?** *(please circle your response)*

<b>Feature</b>	<i>Not at All Important</i>			<i>Very Important</i>	
(a) I can choose from multiple Internet providers	1	2	3	4	5
(b) I can buy Internet service with very high connection 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 telework for my job	1	2	3	4	5

13. One proposed financing model for a fiber-optic communications network (1 Gbps; 10 to 20 times faster than cable modem) is to charge residences an initial hook-up fee to connect to the network (allowing competing Internet, phone, and cable television companies to offer consumer services). How **WILLING** or **UNWILLING** would you be to pay a one-time hook-up fee of?: *(Please circle your response)*

Price of Hook-up (one-time)	Very Unwilling				Very Willing
	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

14. 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 fiber-optic Internet service (1 Gbps; 10 to 20 times faster than cable modem) if the one-time fee were?: *(Please circle your response)*

Price of Hook-up (one-time)	Very Unwilling				Very Willing
	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

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

Programming Content	Not at All				Very
	Important				
(a) Local programming	1	2	3	4	5
(b) News programming	1	2	3	4	5
(c) Children's programming	1	2	3	4	5
(d) Sports programming	1	2	3	4	5
(e) Movie network channels	1	2	3	4	5
(f) Specialty channels	1	2	3	4	5

**16. How do you receive television service at your home? (✓ all that apply)**

- 1 Cable (Charter)
- 2 Satellite/Dish
- 3 Antenna (over-the-air)
- 4 Internet
- 5 Don't watch television

} Please answer Question 20



**17. 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 \$40
- 4 \$41 to \$60
- 5 \$61 to \$80
- 6 \$81 to \$100
- 7 \$101 to \$120
- 8 More than \$120

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

(✓ all that apply)

- 1 Fixed (landline) from my telephone provider (AT&T or other)
- 2 Fixed from my cable provider (Charter)
- 3 Cellular/mobile wireless (Verizon, Sprint, U.S. Cellular, etc.)
- 4 Internet-based phone service (Skype, Ooma, etc.)
- 5 Do not have any telephone service
- 6 Other phone service (please specify: \_\_\_\_\_)

## INTERNET USE FOR JOBS/CAREERS

**19. 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 our home Internet connection is too slow to telework
- 3 No
- 4 Not sure

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

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

**21. 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 23**)

**22. 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 AND YOUR OPINION

- 23. 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 ensure that all residents have access to competitively-priced broadband Internet services	1	2	3	4	5
(b) Help ensure that all students and teachers have access to competitively-priced broadband Internet in their homes	1	2	3	4	5
(c) 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
(d) Build a publicly-financed network and offer Internet, phone, and cable television services to the public	1	2	3	4	5

- 24. 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 market currently offers high-speed Internet at prices that my family can afford	1	2	3	4	5
(b) The availability of competitively-priced high-speed Internet is a factor I would consider when choosing where to live	1	2	3	4	5
(c) High-speed Internet access is as essential a service as water and electricity	1	2	3	4	5

- 25. What do you think the MAIN role for the City of Madison 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 high-speed 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 the City of Madison.*

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

- 1 Female
- 2 Male

**27. 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

**28. What is your race? (✓ all that apply)**

- 1 White
- 2 Black or African American
- 3 Hispanic, Latino, or Spanish origin
- 4 Asian or Pacific Islander
- 5 American Indian or Alaska Native
- 6 Other: \_\_\_\_\_

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

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

**30. What was your approximate 2015 household income?**

- Less than \$25,000
- 1 \$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

**31. How many people reside in your home (adults and children)?**

Adults (including yourself)

- 1 1
- 2 2
- 3 3
- 4 4 or more

Children age 18 and younger

- 0 None
- 1 1
- 2 2
- 3 3
- 4 4 or more

**32. Do you own or rent your residence?**

- 1 Own
- 2 Rent

**33. How long have you lived at your current address?**

- 1 Less than 1 year
- 2 1 to 2 years
- 3 3 to 4 years
- 4 Five or more years

*Thank you for completing this survey!*

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