2015 Bellevue Resident Broadband Survey  
Final Report  
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# Executive Summary

## Background and Methodology

The City of Bellevue conducted a city of residents with the objectives of assessing cable television needs and performance, understanding community broadband needs and interests, and identifying any potential digital divide issues within the City. This is the first time that a survey of this kind has been conducted in the City of Bellevue.

The survey was conducted between October 29 and November 29, 2015 and resulted in a total of 711 completed surveys. The City of Bellevue provided NWRG with a complete list of census block groups within the city limits. NWRG drew a random sample of households within these census block groups. The sample was then matched against a comprehensive database to in an effort to append a cellular number or landline telephone number; these addresses were contacted by telephone. A sample of addresses where a matching landline or cellular telephone number could not be appended were sent an invitation asking them to either complete the study online or to call a toll-free number to complete the survey by phone.

## Overall Findings

Age is the largest driving factor behind adoption and use of telecommunication services in Bellevue. Generational differences appeared in all aspects measured except for cell phone use.

* Older residents are more likely to be tied to a cord, they are significantly more likely than younger residents to subscribe to Cable TV and landline telephone services.
* While age is not the primary factor, age is still a dividing line between residents who do and do not have broadband internet access, with older residents being likely to have broadband than younger residents.
* Age affects more than just use of technology services. Older residents are also more satisfied with the services they use than younger residents.

While Bellevue has very high broadband adoption rates—much higher than nationwide and even statewide usage, two digital divides exist within the city.

* Households with annual incomes below $50,000 are significantly less likely to have broadband internet than households with higher incomes.
* Older residents, specifically those 65 years old and over are significantly less likely to have broadband access at home.

With the exception of Cable TV subscription rates, there are no notable differences in telecommunications use based on race or ethnicity.

## Cable TV Findings

Just over half of households in Bellevue subscribe to Cable TV service—nearly all of them subscribe to Comcast.

* Fifty-six percent (56%) of Cable TV subscribers are “Somewhat” or “Very” satisfied with their service—mean score of 5.75 on a 0 to 10 scale.
* Satisfaction varies primarily by age, with younger residents stating they are significantly less satisfied with their Cable TV services than older residents.

Half (49%) of respondents were dissatisfied the Value of Service (mean score of 4.26). Twelve percent (12%) of Bellevue residents are Cable TV cord cutters. That is, they had Cable TV in their residence at some point in the past and no longer do. The primary reasons for cutting the cord are they switched to online / streaming content, they feel Cable TV costs too much, and they don’t watch enough TV.

## Broadband Internet

Eighty-eight percent (88%) of Bellevue residents have broadband internet at home.

* This is significantly higher than nationwide and statewide broadband adoption rates.
* Two-thirds of residents are “Somewhat” or “Very” satisfied with their broadband service.
* Three quarters of households get their broadband internet from Comcast.
* Forty percent (40%) are dissatisfied with the Value of Service they get.
* Eighty-three percent (83%) of broadband subscribers perform some type of high-bandwidth activity such as streaming video, streaming movies, video conferencing or online PC / Console gaming.

## Telephone Service

Half of all residents have some type of landline telephone service in their household—most of them using some form of Voice Over IP (VOIP) rather than traditional landline services, while nearly all Bellevue residents have a cell phone.

* Generational differences are most visible when it comes to landline telephone use.
* Only fourteen percent (14%) of residents under 34 have landlines, moreover only five percent (5%) of those without landlines have ever had service in their current residence.
* Conversely, eighty-seven percent (87%) of residents 55 years old or older still have landline telephone service.
* Four out of five have a smart phone. This is much higher than nationwide smart phone adoption rates seen in other studies.
* The top three areas where cellular coverage could be improved are Downtown, Lake Hills and Eastgate.

## WiFi

Eighty-five percent (85%) of Bellevue residents use WiFi to access the internet at home, at work or public spaces.

* Awareness of the City’s free WiFi is fairly low, only twenty-eight percent (28%) of residents indicate they are aware of the service.
* When asked where the City should focus in expanding its WiFi service the most mentioned areas were Downtown, Factoria and Crossroads.

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# Project Overview

## Background and Objectives

The City of Bellevue has a franchise agreement contract with its cable television service providers and will soon be entering contract renegotiations. No such contract exists for internet service providers within the City limits. As part of the contract renegotiations, the City of Bellevue wanted to survey residents regarding access to and satisfaction cable television as well as access to quality broadband. The results of the study will be used, in part, to determine if there is a “digital divide” within the city based on geography, income, culture, age, or other factors. Results will also be used to assess resident’s high-speed internet options and guide the City on the potential to expand the City’s Free WiFi as part of the Smart City Plan.

## Questionnaire

As this was the first time the study was conducted, careful consideration was taken in developing the questionnaire. After survey launch, it was determined that the City would like to know additional information about resident’s Wi-Fi usage so questions were added to the questionnaire. Respondents who had already completed the survey were not recontacted as decided on by the City. The average survey time for the 2015 broadband survey was 14 minutes by phone and 10 minutes on the web and included questions regarding:

|  |  |
| --- | --- |
| * Cable TV Subscriptions * Landline Telephone Subscriptions * Broadband Internet Subscriptions * Reasons for not subscribing to services * Satisfaction with services * Cost of services | * Cellular Telephone Subscriptions * Bellevue’s Website * Wi-Fi access (Added 11/10/2015) * Demographics |

## Methodology

Data collection occurred between October 29 and November 29, 2015. In addition, an “open” link was made available for all Bellevue residents to answer the survey questions online. Results for this “open” are not included in this report. To increase diversity of input, the survey was available in English and Spanish via phone and online, and the survey was also available online in Chinese (Mandarin).

NWRG pulled a random sample of addresses from within Bellevue City limits. The list was run against a database where cell phone and/or landline numbers were appended where possible. This resulted in three sample types: No Phone, Landline, and Cell phone. A random selection of 5,000 addresses with No Phone were sent a letter inviting them to participate in the survey online or by calling a toll free number. The letter contained paragraph translated into Spanish and Chinese (Mandarin) explanation regarding the nature of the survey and how it can be completed. All 5,000 addresses received a reminder letter.

Addresses with a matching Landline or Cell phone number were contacted via that number and asked to complete the survey via telephone. This methodology resulted in a total of 711 completed interviews—289 over telephone (199 landline, 90 cell phone) and 422 completed via the Web.

## Margin of Error

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey’s reported results are close to the true figures. The margin of error in the 2015 Bellevue Broadband Survey is generally no greater than plus or minus 3.6 percentage points at a 95 percent confidence level. Appendix IV provides additional insights into the margin of error with different sample sizes.

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| **Total Sample** | **n = 711** |
| Overall Precision 95% confidence | +/– 3.6% |

## Demographic Profile and Weighting

Resident survey data are weighted to ensure that results of the 2015 Broadband Survey are generally representative of the population of Bellevue according to 2013 American Community Survey (ACS) 3-Year estimates. The first stage weight-adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight was a raking weight to ensure that age and income distributions of the sample match those of all Bellevue residents. Unless otherwise noted, **weighted** data are used throughout this report. Details on the weighting methods used and a comparison of the weighted and unweighted sample to Bellevue’s population can be found in Appendix III.

## About CHAID / Tree Analysis

A type of tree decision tree analysis, called CHAID analysis, was used to create several figures in the report. This analysis is used to evaluate interactions among variables which may be used to predict the likelihood of a specific behavior. In the context of this report, several demographic variables were used as potential predictors of such behaviors as subscribing to Cable TV Service (p 13), having broadband internet (p 21), or having a landline telephone (p 33).

The list of potential predictors used in the tree analysis includes: race, income, education, age, household type, own vs, rent, and children in household.

The output is called a tree diagram. The “trunk” of the tree represents the total modeling database (e.g. the overall subscription rate for Cable TV). Beneath the total are various layers of “branches”. The top layer displays the strongest predictor of the tested behavior. For example, age is the strongest predictor as to whether or not an individual subscribes to Cable TV.

Tree then creates additional layers of branches describing secondary and tertiary predictors. Continuing with the Cable TV example, age is the largest predictor, however within each age group there are secondary predictors such as presence of children in the household or renting vs. owning the residence.

# Key Findings—Cable TV Subscribers

## Cable TV – Cable TV Subscriptions

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| Just over half of Bellevue residents subscribe to Cable TV service—of those 98 percent (98%) subscribe to Comcast.  As of January 2016, the Nielson Company estimates that approximately 59 percent (59%) of all households have a cable TV subscription. However, it is unclear if the Nielson Company report includes satellite TV subscriptions.[[1]](#footnote-2)  The tree analysis (described on page 12) was used to determine predictors of Cable TV subscription. The primary deciding factor behind subscription to Cable TV Service is age—the older one is, the more likely they are to subscribe to Cable TV service.   * Residents under 35 are significantly less likely than all other age groups to subscribe to Cable TV service. However, this group is significantly more likely to subscribe to Cable TV service if there are children in the household. * Those 65 and older are significantly more likely than all other age groups to subscribe to Cable TV service.   While the tree analysis did not identify race as a predictor of subscribing to Cable TV service, it should be noted that minority residents are less likely to have Cable TV service than white residents—50 percent (50%) compared to 61 percent (61%) respectively.  There are no other major significant differences among Cable TV subscribers. | Figure 1: Subscription to Cable TV Service    *CAB1—Does your household currently subscribe to any cable or satellite TV service? (Only Cable TV shown) Base: All respondents (n=711) – tree excludes “don’t know” respondents* |

## Cable TV – Satisfaction With Cable TV Services

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| While 56 percent (56%) of residents claim to be satisfied with their current Cable television service, 28 percent (28%) are dissatisfied.  Satisfaction with Cable TV varies based on age. Those 65 years old or over are significantly more satisfied than all other age groups not only for overall cable television service, but also across all attributes of Cable TV service.  Residents under 35 are the least satisfied in all respects and are significantly less satisfied than all other age groups for Quality of Picture and Customer Service. These differences are shown in the Table on the next page.  No other demographic has any major impact on satisfaction with Cable TV services. | Figure 2: Overall Satisfaction with Cable TV  *CAB2—* *Overall, how satisfied are you with your current Cable television service? Base: Respondents with Cable TV (n=397)*  *Mean score base on a scale from 0-10* |
| Figure 3: Satisfaction with Cable TV Attributes  *CAB3—How satisfied are you with each of the following. . .? Base: Respondents with Cable TV (n=397)*  *Mean score base on a scale from 0-10* |

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| Table 1: Differences in Satisfaction with Cable TV Service by Age   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  |  | **Overall** | **18-34** | **35-54** | **55-64** | **65+** |  | **Overall** | **18-34** | **35-54** | **55-64** | **65+** | | **Picture Quality** | Dissatisfied | 10% | 19% | 14% | 12% | 3% | **Notification of Service Changes** | 33% | 44% | 37% | 34% | 20% | | Neutral | 10% | 11% | 9% | 10% | 10% | 16% | 15% | 13% | 23% | 17% | | Satisfied | 80% | 71% | 77% | 78% | 88% | 54% | 41% | 49% | 43% | 62% | | ***Mean*** | ***7.61*** | ***6.57*** | ***7.34*** | ***7.59*** | ***8.38*** | ***5.44*** | ***4.48*** | ***5.03*** | ***5.33*** | ***6.54*** | | **Sound Quality** | Dissatisfied | 12% | 14% | 15% | 12% | 8% | **Reliability** | 18% | 19% | 27% | 16% | 10% | | Neutral | 11% | 14% | 10% | 8% | 11% | 10% | 12% | 9% | 5% | 11% | | Satisfied | 77% | 72% | 74% | 79% | 81% | 72% | 69% | 63% | 79% | 78% | | ***Mean*** | ***7.40*** | ***6.79*** | ***7.24*** | ***7.48*** | ***7.82*** | ***6.73*** | ***6.41*** | ***6.22*** | ***6.87*** | ***7.37*** | | **Quality of Programming** | Dissatisfied | 24% | 21% | 27% | 33% | 20% | **Speed of Repairs** | 22% | 21% | 30% | 26% | 12% | | Neutral | 13% | 20% | 9% | 9% | 16% | 12% | 16% | 8% | 12% | 15% | | Satisfied | 63% | 59% | 64% | 59% | 64% | 66% | 62% | 61% | 62% | 73% | | ***Mean*** | ***6.24*** | ***5.85*** | ***6.01*** | ***6.00*** | ***6.75*** | ***6.25*** | ***6.05*** | ***5.76*** | ***5.88*** | ***6.99*** | | **Customer Service** | Dissatisfied | 36% | 52% | 40% | 39% | 20% | **Value of Service** | 49% | 55% | 53% | 55% | 39% | | Neutral | 10% | 6% | 12% | 7% | 12% | 15% | 9% | 14% | 14% | 19% | | Satisfied | 54% | 41% | 47% | 54% | 68% | 36% | 7% | 33% | 32% | 42% | | ***Mean*** | ***5.46*** | ***4.07*** | ***4.99*** | ***5.32*** | ***6.67*** | ***4.26*** | ***3.58*** | ***3.85*** | ***4.10*** | ***5.13*** |   *CAB3—How satisfied are you with each of the following. . .? Base: Respondents with Cable TV (n=397)*  *Mean score base on a scale from 0-10*  *Sample Sizes for each age grouping is below: For a full list of sample sizes see Appendices I and V*  *18-34 (n=68) (nw=69) 35-54 (n=156) (nw=142) 55-64 (n=56) (nw=46) 65+ (n=123) (nw=140)* |

## Cable TV – Change in Quality of Cable Services

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| Three-quarters of residents indicate that the quality of their television service has either not changed or has improved.   * However, one-quarter of residents believe that their service has gotten worse.   There are no differences in reported change in quality of service based on demographic or geographic features of residents. | Figure 4: Change in Quality of Service  *CAB4—* *Has your television service gotten better or worse over the last year? Base: Respondents with Cable TV (n=397)* |

## Cable TV – Satisfaction with Cable TV Attributes

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| An index variable was computed that reflects a weighted combination of the Overall Satisfaction and Change in Service questions. The index variable serves as a dependent variable in regression analysis and is used to determine the attributes of Cable TV service that drive overall opinions of Cable TV. Of the eight attributes tested, only four had a statistically significant impact: Quality of Picture, Quality of Programming, Reliability, and Value of Service for Price Paid.  These four attributes explain roughly seventy percent of the variance seen in the overall opinions of Cable TV service.  The greatest driver is Value of Service for the Price Paid. This has over twice the impact on overall opinions of Cable TV service than each of the other three drivers. | Figure 5: Drivers of Overall Opinions of Cable TV Service  *Drivers run against a computed index variable*  *Base: Respondents with Cable TV (n=397)* |

## Cable TV – Competition

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| Just over half (52%) of current subscribers state that they would change cable providers if a competing company offered similar programming at similar pricing.  As with other attributes of Cable Television, age is the driving demographic—61 percent of (61%) those under 55 say they would switch compared to 38 percent (38%) of those 55 years old or older.  Analysis revealed that two service attributes have a significant impact on likelihood of a respondent switching providers—satisfaction with Customer Service and the Value of Service for the Price Paid.   * Satisfaction with customer service has the largest impact on the decision of an individual to state they would switch providers. | Figure 6: Willing to Switch Providers if Similar Product Available  Age  Impact of Attributes  *CAB5 —* *If a competing cable company offered similar programming at similar pricing, would you change from your current provider?*  *Base: Respondents with Cable TV (n=397)* |

# Key Findings—Cord Cutters

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| As mentioned earlier in this report, 44 percent (44%) of residents do not have a Cable Television Subscription.   * Twenty-eight percent (28%) of those who currently do not have Cable TV did have it in their current residence at one point.   The primary reasons that residents without Cable Television choose not to subscribe to cable are because they prefer to use online / streaming entertainment, they find the cost too high, or they do not watch enough Television to justify a Cable TV subscription.   * Bellevue residents under 55 years old are significantly more likely than older residents to substitute online streaming for Cable TV access. * Conversely, residents 55 and older are significantly more likely than younger residents to use satellite television rather than Cable TV. | Figure 7: Reasons for Not Subscribing to Cable TV  CAB1D—Why don’t you subscribe to cable (anymore)? Base: Respondents without Cable TV (n=311) – Multiple response, sums may add to more than 100% | |
| Figure 8: Previous Cable Subscription  CAB1B—Have you ever had Cable TV at your current residence? Base: Respondents without Cable TV (n=311) | Figure 9: How Long without Cable TV  CAB1C—How long ago did you get rid of Cable TV? Base: Respondents without Cable TV who had it in the past (n=84) |

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# Key Findings—Broadband Internet Subscribers

## Broadband Internet – Broadband Subscription Rates

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| Eighty-eight percent (88%) of Bellevue residents report having broadband internet. Ten percent (10%) do not have broadband internet and two percent (2%) say they don’t know if they have broadband internet.   * This is similar to findings from the US census which indicate 86 percent (86%) of households in Bellevue have broadband internet. * Bellevue’s broadband adoption rate is higher than both nationwide (69%) and statewide (78%) adoption rates.[[2]](#footnote-3)   Tree analysis (described on page 12) was used to determine predictors of Broadband Internet subscription rates. Income is the largest determining factor between broadband subscribers and non-subscribers.   * Residents with annual household incomes below $50,000, about half the median income in Bellevue, are significantly less likely to subscribe to broadband internet services. * Further examination of households with incomes below $50,000 shows that education is the next determining factor for broadband subscription rates. The higher the education level the more likely a household is to have broadband.   The second determining factor is age.   * Residents 65 and older are significantly less likely than younger residents to have broadband internet subscriptions. | Figure 10: Broadband Internet Subscription Rates    *NET1—* *Does your household subscribe to broadband internet service?* *Broadband internet, also known as “high speed internet”, includes internet such as cable internet, DSL, internet and wireless internet. Dial-up internet is not considered broadband internet. Base: All respondents (n=711) – tree excludes “don’t know” respondents* |

## Broadband Internet – Broadband Subscription Rates

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| The chart to the right further examines the impact of Income on broadband adoption rates.   * Households with incomes below $75,000 are significantly less likely to subscribe to broadband internet than for affluent houses. * The impact of income is even more pronounced when viewing households with annual incomes under $50,000 as these residents are significantly less likely than all other residents to subscribe to broadband internet.   The other chart clarifies the generational impact on broadband adoption rates.   * Residents between 35 and 54 are significantly more likely than all other age groups to have broadband, and * Those 65 years old and older are significantly less likely than all other age groups to have broadband internet.   Other demographic characteristics impacting broadband internet adoption:   * Households with children under 18 are significantly more likely to have broadband subscriptions than those without children.   There are no differences is adoption rates by race (white vs. non-white) or languages spoken in the household. | Table 2: Broadband Subscription Rates by Neighborhood   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Neighborhood** | **% with Broadband** |  | **Neighborhood** | **% with Broadband** | | **Bel-Red\*\*** | 100% |  | **Newport** | 90% | | **Bridle Trails** | 90% |  | **Northeast Bellevue** | 93% | | **Cougar Mountain / Lakemont** | 93% |  | **Northwest Bellevue** | 87% | | **Crossroads** | 81% |  | **Somerset\*** | 97% | | **Downtown** | 92% |  | **West Bellevue** | 86% | | **Eastgate** | 86% |  | **West Lake Sammammish\*** | 97% | | **Factoria\*** | 92% |  | **Wilburton\*** | 78% | | **Lake Hills** | 86% |  | **Woodridge\*** | 93% |   *NET1 – Does your household subscribe to broadband internet service? – “Don’t know” responses are included in calculation Base: All respondents (n=711)*  *\*Caution: Small sample sizes below 30: See Appendix I*  *\*\*Extreme Caution: Small sample size of n=2* | |
| Figure 11: Subscription to Broadband by Income  *NET1 – Does your household subscribe to broadband internet service? Base: All respondents (n=711) – note, the % under 50k does not match previous page due to “don’t know” responses* | Figure 12: Subscription to Broadband by Age  *NET1 – Does your household subscribe to broadband internet service? Base: All respondents (n=711)* |

## Broadband Internet – Number of Devices

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| --- | --- |
| Overall, most households have just over seven devices connected to the internet.  Computers still account for the largest number of devices in the home, but smart phones also make up a decent share.  The most recognizable trend regarding number of devices is in relation to age. Households where the respondent is between 35-54 years old, average child-bearing age, have the highest number of devices per household.  Correspondingly, households with children have significantly more devices than childless homes, though this is primarily a factor of number of people in household. | Figure 13: Number of Devices Connected to the Internet  *NET7 –How many of the following types of devices are usually connected to the internet at your household? Base: Respondents with a broadband internet subscription (n=631)* |

## Broadband Internet – Internet Service Providers

|  |  |
| --- | --- |
| Three quarters (75%) of residents with broadband have Comcast as their Internet Service Provider (ISP)—four times the number who use CenturyLink, the second most used ISP.  While sample sizes get small when examining some neighborhoods, there are some notable geographic differences in service providers.   * None of the residents in Bridle Trails report using CenturyLink. Additionally, these residents are the most likely to use Frontier wireless. This suggests that there may be issues preventing wired competition from moving into the area. * The availability of CenturyLink and Frontier internet services throughout Bellevue reflects a history of the phone franchises of these companies and their existing infrastructure, where Frontier serves the northern part of Bellevue and CenturyLink the rest. * Wave serves a limited number of buildings in Downtown Bellevue and in Bridle Trails. * One quarter (24%) of residents living downtown use Wave / Spectrum. Given that this service is only available in select buildings in this area, this may reflect a higher adoption rate when this service is available. | Figure 14: Broadband Service Provider |
| Table 3: Broadband Provider by Neighborhood   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Comcast** | **CenturyLink** | **Wave / Spectrum** | **Frontier** | **Other** | | **Bel-Red\*\*** | 100% | 0% | 0% | 0% | 0% | | **Bridle Trails** | 76% | 0% | 5% | 19% | 0% | | **Cougar Mountain / Lakemont** | 73% | 27% | 0% | 0% | 0% | | **Crossroads** | 69% | 31% | 0% | 0% | 0% | | **Downtown** | 56% | 16% | 24% | 0% | 4% | | **Eastgate** | 73% | 27% | 0% | 0% | 0% | | **Factoria\*** | 68% | 32% | 0% | 0% | 0% | | **Lake Hills** | 87% | 13% | 0% | 0% | 0% | | **Newport** | 81% | 19% | 0% | 0% | 0% | | **Northeast Bellevue** | 69% | 22% | 0% | 9% | 0% | | **Northwest Bellevue** | 76% | 15% | 0% | 4% | 5% | | **Somerset\*** | 89% | 11% | 0% | 0% | 0% | | **West Bellevue** | 75% | 25% | 0% | 0% | 0% | | **West Lake Sammamish\*** | 85% | 15% | 0% | 0% | 0% | | **Wilburton\*** | 67% | 33% | 0% | 0% | 0% | | **Woodridge\*** | 95% | 5% | 0% | 0% | 0% |   *NET2 – Who is your broadband internet service provider? Base: Respondents with a broadband internet subscription (n=631)*  *\*Caution: Small sample sizes below 30: See Appendix I*  \*\*Extreme Caution: Small sample size of n=2 |

## Broadband Internet – Speed of Service

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| --- | --- |
| Over one third of broadband subscribers do not know what speed of bandwidth service they are paying for. Of those who provided an answer, 31 percent (31%) state they are paying for 50+ Mbps service—the same number (31%) state they are paying for less than 20 Mbps.  When looking at speed of service broken out by income, the biggest jump in the speed of service is for households with annual incomes of $100,000 or more.  Knowledge regarding service paid for varies significantly by reported provider.  Comcast and CenturyLink users are significantly less likely to know their level of service when compared to those who use other other ISPs. | |
| Figure 15: “Don’t Know” Speed/Bandwidth by Provider  *NET3—How much bandwidth do you pay for with your subscription? Base: Residents with a broadband internet subscription (n=631)* | Figure 16: Speed/Bandwidth Purchased by Income– Excluding “Don’t Know”  *NET3—How much bandwidth do you pay for with your subscription? Base: Residents with a broadband internet subscription-Excluding “Don’t Know” (n=410)* |

## Broadband Internet – Activities Performed

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| Broadband internet subscribers perform a variety of bandwidth-intensive activities. Eighty-three percent (83%) of broadband subscribers perform some type of high-bandwidth activity such as streaming video, streaming movies, video conferencing or online PC / Console gaming. However, intensity of use varies by age as only 73 percent (73%) of subscribers 65 years of age or older perform high-bandwidth activities compared to nearly all of the younger users—99 percent (99%) of those from 18 to 34 years old, 98 percent (98%) from 35 to 54, and 94 percent (94%) of those age 55 to 64.  Broadband internet is also commonly used among households with kids to help with school work.   * Fifty-nine percent (59%) of households with children use the internet for high school related activities. * Nearly the same number (58%) of households with children use the internet for elementary school related educational activities. |
| Figure 17: Activities Performed on the Internet  *NET4—For which of the following activities do you use your broadband internet? Base: Residents with a broadband internet subscription (n=631)*  *High School Work and Elementary School work are based on houses with children and a broadband internet subscription (n=203)* |

## Broadband Internet – Confidence in Broadband Service

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| Overall, the majority of broadband internet users are confident that they can perform the activities they prefer without experiencing quality-related issues. Only 15 percent (15%) are not confident.  Similar to other aspects of broadband service, confidence levels vary significantly by provider. |
| Figure 18: Confidence in Broadband Internet Service  *NET4A—In general, how confident are you that you can do the things you like to do online without experiencing issues such as buffering, skipping, or lag? Base: Residents with a broadband internet subscription (n=631)*  *Base for each service provider: Comcast (n=460); CenturyLink (n=111); Wave/Spectrum (n=21); Frontier (n=16)* |

## Broadband Internet – Overall Satisfaction

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| In regards to overall satisfaction with Broadband internet service, residents are either satisfied or dissatisfied—very few are neutral.  While one-quarter (25%) of residents are dissatisfied with their broadband service, nearly two-thirds (65%) state they are satisfied with their current internet service.  Similar to other aspects of broadband service, confidence levels vary significantly by provider. |
| Figure 19: Overall Satisfaction with Broadband Internet Service  *NET5—Overall, how satisfied are you with your current internet service? Base: Residents with a broadband internet subscription (n=631)*  *Base for each service provider: Comcast (n=460); CenturyLink (n=111); Wave/Spectrum (n=21); Frontier (n=16)* |

## Broadband Internet – Satisfaction with Service Elements

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| Satisfaction with all service elements related to broadband internet is fairly neutral—with mean ratings varying from a high of 6.61 to a low of 4.94 on a scale from 0 to 10.  Reliability, Security, Speed of Service and Speed of Repair all receive similar satisfaction ratings. Similar to ratings for Cable TV, satisfaction with Customer Service and Value of Service receive the lowest ratings of the service elements tested.  There is a direct correlation between satisfaction and age. Residents age 65 and older provide the highest ratings across for all service elements—significantly higher than ratings provided by residents 54 and younger. Similarly, satisfaction is lowest among residents 18 to 34 years old.  There are no other demographic trends in satisfaction. |
| Figure 20: Satisfaction with Aspects of Internet Service  *NET6—How satisfied are you with each of the following aspects of your internet service? Base: Residents with a broadband internet subscription (n=631)* |

## Broadband Internet – Drivers

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| An index variable was computed that reflects a weighted combination of the Overall Satisfaction and Confidence of service questions. The index variable serves as a dependent variable in regression analysis and is used to determine the attributes of Broadband Internet service that drive overall opinions of Broadband service.  Of the six attributes tested, four had a statistically significant impact: Speed, Reliability, Value of Service, and Customer Service.  These four attributes explain roughly seventy-nine percent (79%) of the variance seen in the overall opinions of Broadband Internet service.  The greatest driver is Speed.  While Customer Service is a significant driver, the impacts are fairly minor when compared to the other drivers. | Figure 21: Drivers of Overall Opinions of Cable TV Service  *Drivers run against a computed index variable Base: Cable TV Subscribers (n=397)* |

# Key Findings – Broadband Non-Subscribers

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| As mentioned earlier in this report, ten percent (10%) of residents do not have broadband internet at home.  The primary reason for not having broadband is not having or using computers.   * Two-thirds of those over 55 years of age who do not have the internet do not have or use computers.   One quarter (24%) say that broadband is too expensive.   * Minority households are significantly more likely to say that broadband is too expensive—45% compared to 14 %. * There is no correlation between income and stating it is too expensive   Those who said it was too expensive were asked for the maximum price they would be willing to pay for broadband service.   * On average, the maximum price is $27.42. | Figure 22: Reasons for Not Having Broadband Internet  NET8 —Why doesn’t your household subscribe to broadband internet service? Base: Respondents without Broadband (n=68) – Multiple response, sums may add to more than 100% |
| Figure 23: Maximum Price Willing to Pay for Broadband  NET8A —What is the maximum monthly price you would be willing to pay for broadband internet? Base: Respondents who indicated Broadband is Too Expensive (n=14) |

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# Key Findings—Telephone Service

## Telephone Service – Landline Telephone Subscription

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| Just over half (52%) of Bellevue residents report having a landline telephone. This matches data reported in the CDC National Health Statistics report which shows that 52%of households in King County have landline telephones phones. [[3]](#footnote-4)  It should be noted that the term “landline” was not defined for respondents. The question text read: “Do you have a landline telephone in your household?”  Tree analysis (described on page 12) was used to determine predictors of landline telephone subscription rates. Age is the largest determining factor between broadband subscribers and non-subscribers.   * Residents 55 years old and over are the most likely to have landline telephones—significantly more than those 54 and younger. * Conversely, residents under 34 are significantly less likely to have landlines than those 35 and older.   The housing situation is the second determining factor.   * For those over 55 and under 34, living in a single family home makes them more likely to have a landline. * Residents between 35 and 54, ownership is the determining factor—regardless of type of home * For owners between 35 and 54, the presence of children makes a significant difference regarding having landline phone subscriptions. | |
| Figure 24: Landline Telephone Subscription  *TEL1 – Do you have a landline telephone in your household Base: All respondents (n=711)* | Figure 25: Landline Telephone Subscription – Tree Analysis |

## Telephone Service – Landline Telephone Subscription

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| The charts to the right further examine the factors that impact landline telephone use.   * As seen in the tree diagram, age has the largest difference with those 65 and older significantly more likely to have landline telephones than those under 65 years old. * The landline subscription rate for those living in single family homes is twice that of those living in multi-family homes, and * Owners are three times more likely than renters to have landline telephones. | Table 4: Landline Subscription by Neighborhood   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Neighborhood** | **% with Broadband** |  | **Neighborhood** | **% with Broadband** | | **Bel-Red\*\*** | 0% |  | **Newport** | 55% | | **Bridle Trails** | 42% |  | **Northeast Bellevue** | 63% | | **Cougar Mountain / Lakemont** | 78% |  | **Northwest Bellevue** | 61% | | **Crossroads** | 48% |  | **Somerset\*** | 86% | | **Downtown** | 23% |  | **West Bellevue** | 64% | | **Eastgate** | 63% |  | **West Lake Sammammish\*** | 68% | | **Factoria\*** | 19% |  | **Wilburton\*** | 48% | | **Lake Hills** | 45% |  | **Woodridge\*** | 67% |   *TEL1 – Do you have a landline telephone in your household Base: All respondents (n=711)*  *\*Caution: Small sample sizes below 30: See Appendix I*  *\*\*Extreme Caution: Small sample size of n=2* | |
| Figure 26: Landline Subscription by Age  *TEL1 – Do you have a landline telephone in your household? Base: All respondents (n=711)* | Figure 27: Landline Subscription by Age  *TEL1 – Do you have a landline telephone in your household? Base: All respondents (n=711)* |

## Telephone Service – Landline Phone Provider

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| More than four out of five residents use either Comcast or CenturyLink as their landline telephone provider. However, there are some key subscription differences based on a few key demographics.   * Twenty-six percent (26%) of residents under 34 use some other type of VIOP service as their landline phone provider. This is significantly higher than all other age groups. * Similarly, twenty-two percent (22%) of minority residents use some other type of VOIP service—compared to only three percent (3%)of white-only residents. * Households with children are also significantly more likely to use some other VOIP service—17 percent (17%) compared to three (3%) percent of households without children.   Note that all telephone service provided by Comcast, Frontier, and Verizon /AT&T “Home Phone” is technically Voice Over IP (VOIP) service. | Figure 28: Landline Subscription Service  *TEL1B—Who is your landline telephone provider? Base: Respondents with a landline telephone (n = 369)* |

## Telephone Service – Landline Cord Cutters

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| As discussed earlier, nearly half of Bellevue residents do not currently have a landline subscription. Of the non-subscribers, only 17 percent (*n*=52) say that they have had landline service at their current residence in the past. The majority of those who had service in the past stopped subscribing two or more years ago. | | |
| Figure 29: Landline Telephone Subscription  *TEL1 – Do you have a landline telephone in your household Base: All respondents (n=711)* | Figure 30: Previous Landline Subscription  *TEL4 –Have you ever had a landline telephone at your current residence Base: Residents without a Landline (n=342)* | Figure 31: Time when Landline was Canceled  *TEL4A –When did you stop subscribing to landline telephone service? Base: Respondents who used to have a landline at their current residence (n=57)* |

## Telephone Service - Cellphone Subscriptions

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| Cell phone adoption is very high among Bellevue residents—even among those with landlines. Ninety-four percent (94%) of Bellevue residents have a cell phone, 90 percent (90%) of those with landlines also have a cell phone.   * The self-reported cell phone ownership rates closely match data reported in the CDC National Health Statistics report which shows that 92 percent (92%) of households in Washington State and 94 percent (94%) of households in King County have cell phones. [[4]](#footnote-5)   Similar to other findings in this report, cell phone adoption is dependent on age. While cell phone adoption is quite high among all age groups, those 65 and older are significantly less likely than residents under 55 to have cell phones.  Most of Bellevue’s residents are split fairly evenly between three providers, AT&T, T-Mobile, and Verizon.  Respondents with cell phones were asked a follow-up question to determine if they owned a smart phone. The results from this question were rebased against the entire population to provide an idea of what portion of Bellevue residents have smartphones.   * Eighty-one percent (81%) Bellevue residents have a smart phone. This is much higher than nationwide studies have shown, where only 64 percent (64%) of Americans own a smart phone.[[5]](#footnote-6) | Figure 32: Cell Phone Ownership  *CELL1—Do you have a cell phone that is primarily for personal use? Base: All respondents (n=711)* | Figure 33: “Smart” Phone Ownership  *CELL2—Is your cell phone a smart phone? Base: Results were re-based to be of all residents (n=711)* |
| Figure 34: Cell Phone Provider  CELL1B—Who is your cell phone provider? Base: Respondents with cell phones (n=668) | |

## Telephone Service - Cellphone Coverage Issues

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| One-third of cell phone owners state that they experience coverage issues such as lack of service or dropped calls within the city limits of Bellevue.  Downtown Bellevue is the most commonly mentioned place when asked where coverage issues occur—significantly more so than all other areas.  While Lake Hills, Eastgate, Cougar Mountain/Lakemont and Somerset come in next on the chart, there is no significant statistical difference until Wilburton and Woodridge which are significantly less likely than all other areas to have cell coverage issues. | Figure 35: Parts of Bellevue with Coverage Issues  *CELL3A—In which neighborhood or neighborhoods do you tend to have cell coverage issues? Base: Respondents with cell phone coverage issues (n=212)* |
| Figure 36: Cell Phone Coverage Issues  *CELL3—Do you have cell phone coverage issues within the City of Bellevue? Base: Respondents with Cell Phones (n=668)* |  |

## Telephone Service – Cell Phone Data Plans

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| Nine out of ten cell phone users state that they have a data plan with their phone.  Sixty-percent (66%) say that they have a data cap, one third say that they do not have a data cap and six percent (6%) are unsure if their cellular phone has a data cap.  Eighty-seven percent (87%) of residents with cellular data caps state that their cellular data plan is capped below 10 Gigabytes, and just over one-in-ten residents with cellular data caps do not know where the data cap is placed. | | |
| Figure 37: Subscription to Cellular Data Plans  *CELL4– Do you have a data plan for your cell phone? Base: Respondents with Cell Phones (n=668)* | Figure 38: Existence of Cellular Data Cap  *CELL4A –Does your cell internet have a data cap? Base: Respondents with cellular data plans (n=587)* | Figure 39: Cellular Data Cap  *CELL4B –What is your data cap? Base: Respondents with cellular data caps (n=350)* |

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# Key Findings—Wireless Internet

## Wi-Fi – Use of Wi-Fi

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| Part way through data collection, several questions were asked regarding use and awareness of Wi-Fi—including city provided Wi-Fi services.  Residents who had already completed the survey were not recontacted thus the sample size for the Wi-Fi questions is less than the sample size for the survey as a whole and the margin of error for this series of questions is +/- 4.3%. | | |  |  | | --- | --- | | **Wi-Fi Questions** | **n = 497** | | Overall Precision 95% confidence | +/– 4.3% | |
| Eighty-six percent (86%) of residents use Wi-Fi to access the internet. Of those, nearly all have Wi-Fi access at home and half connect to Wi-Fi at work.   * Nearly two-thirds of residents use Wi-Fi in a public place such as a Coffee Shop, Library or Public park.   Only seven percent (7%) of residents pays for a subscription fee to access Wi-Fi internet outside the home. | | |
| Figure 40: Use of Wi-Fi  *Wi-Fi1– Do you use Wi-Fi to get access to the internet? Base: All Respondents asked the Wi-Fi questions (n=497)* | Figure 41: Locations Where Wi-Fi is Used  *Wi-Fi1A—Where do you connect to Wi-Fi Internet? Base: Respondents who use Wi-Fi Internet (n=477)* | |

## Wi-Fi – Quality of Wi-Fi Service

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| Overall, residents rate the quality of their Wi-Fi service as Good to Excellent.  Residents rate the quality of Wi-Fi service at home higher than that at work or in public places. | Figure 42: Satisfaction with Wi-Fi Internet  *Wi-Fi1C—How would you rate the quality of the Wi-Fi service offered? Base: Respondents who use Wi-Fi Internet (n=477)* |

## Wi-Fi –Awareness and Use of City Wi-Fi

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| Awareness of the City’s free Wi-Fi service is fairly low—only 28 percent (28%) of residents said they were aware of the service.  However, over half of those who are aware of the service use it. | |
| Figure 43: Awareness of City Wi-Fi  *Wi-Fi2– The City of Bellevue currently offers free Wi-Fi service in select parts of the city. Are you aware of this service? Base: All respondents asked the Wi-Fi questions (n=497)* | Figure 44: Use of City Wi-Fi  *Wi-Fi2A –Have you used this service? Base: Respondents aware of City Wi-Fi service (n=156)* |

## Wi-Fi – Expansion and Potential Use of City Wi-Fi

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| All respondents, regardless of awareness or use, were asked to indicate which areas would be most beneficial if the City were to expand its current Wi-Fi service. Over half of the respondents indicated that it would be most beneficial to expand the service Downtown.   * Factoria and Crossroads were also mentioned quite frequently.   Respondents were also asked how likely they would be to use the free Wi-Fi service if the City expanded its offering. While one quarter of respondents overall say they would not likely use the service, residents who stated they would identified Downtown, Factoria and Crossroads as preferred expansion areas. | |
| Figure 45: City Wi-Fi Expansion (top 6 areas)  *Wi-Fi3 – If the City of Bellevue were to expand its current Wi-Fi service, in which areas would it be most beneficial? Base: All Respondents asked the Wi-Fi questions (n=497)*  *Only top 6 areas shown*  *Multiple response – answers may sum to greater than 100%* | Figure 46: Potential Use of City Provided Wi-Fi  *Wi-Fi1C—How would you rate the quality of the Wi-Fi service offered? Base: All Respondents asked the Wi-Fi questions (n=497)* |

# Key Findings—Cost of Services

## Subscription Overview

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| Nearly all residents subscribe to at least one service—only three percent (n=18) claim not to have Cable TV, landline telephone service, nor broadband internet service. However, this segment does have cellular phones.  Broadband internet is the most commonly subscribed to service, and the majority of residents who have other services such as Cable TV or a Landline phone have it bundled with Internet service as well. |
| Figure 47: Overview of Service Subscriptions  *Computed variable showing sum of subscriptions. Base: All Respondents (n=711)* |

## Cost of Services

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| Due to the prevalence of bundling services, determining the cost of individual services is difficult for people to do. Thus, the 2015 Bellevue Broadband Survey took a unique approach to determining cost of service. Respondents were first asked the series of questions regarding each service—Cable TV, landline, Broadband. Programming was used to determine if respondents bundled their service. If the service was unbundled then the respondent was asked about the cost for that service. If services were bundled, respondents were asked to provide the total cost of the bundled package.  For example, if a respondent subscribed to Broadband Internet through CenturyLink and Cable TV through Comcast, then that respondent was asked to estimate the approximate cost for each service—Broadband and Cable TV—separately. However, if a respondent subscribed to Broadband Internet and Cable TV through the same provider (Comcast), then they were asked in a single question to estimate the approximate total cost for the combined services.  While we are unable to determine the specific costs of each service within a bundle, this methodology was chosen to ease respondent burden and reduce the quantity of “don’t know” responses.  A grouped median was calculated for each service or combination of services and then summed within respondents to calculate the approximate monthly price paid for each combination of services. |
| Figure 48: Approximate Monthly Cost Paid for Communication Services  *Computed variable showing sum of subscriptions. Base: All Residents (n=711)* |

# Appendix I—Survey distribution by Neighborhood

Table 5: Distribution of Completed Surveys by Neighborhood

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| --- | --- | --- | --- | --- | --- |
| **Neighborhood** | **% of Universe Bellevue Population** | **% of Universe Bellevue Households** | **% of Completed Broadband Surveys (unweighted)** | **Unweighted Completes** | **Weighted Completes** |
| Bel-Red | 0.13% | 0.17% | 0.3% | 2 | 2 |
| Bridle Trails | 8.30% | 8.52% | 9.6% | 68 | 65 |
| Cougar  Mountain / Lakemont | 8.48% | 7.13% | 6.3% | 45 | 41 |
| Crossroads | 9.74% | 10.16% | 7.9% | 56 | 61 |
| Downtown | 8.42% | 12.54% | 13.2% | 94 | 82 |
| Eastgate | 5.21% | 4.69% | 7.2% | 51 | 51 |
| Factoria | 2.15% | 2.25% | 2.5% | 18 | 21 |
| Lake Hills | 13.32% | 12.15% | 12.1% | 86 | 110 |
| Newport | 7.06% | 6.44% | 4.4% | 31 | 42 |
| Northeast Bellevue | 8.14% | 7.06% | 5.3% | 38 | 35 |
| Northwest Bellevue | 6.68% | 7.30% | 9.6% | 68 | 63 |
| Somerset | 4.49% | 4.20% | 4.2% | 30 | 27 |
| West Bellevue | 5.93% | 4.93% | 5.3% | 38 | 33 |
| West Lake Sammamish | 5.96% | 6.15% | 4.5% | 32 | 28 |
| Wilburton | 2.90% | 3.05% | 4.2% | 30 | 24 |
| Woodridge | 3.10% | 3.26% | 3.4% | 24 | 25 |
| **Total** | **100%** | **100%** | **100%** | **711** | **711** |

# Appendix II—Response Rates

Response rates are calculated using formulas provided by the American Association for Public Opinion Research ([www.aapor.org](http://www.aapor.org)). The formula used takes into consideration the number of phone numbers dialed, the number of eligible contacts reached (18+ live in Bellevue, etc.), and the number of ineligible households dialed (no one over 18, not in Bellevue, etc.).

The AAPOR calculation is generally only used for telephone based surveys. The reason for this is that precise disposition records can be kept for each phone number dialed, specifically for numbers dialed that did not result in a completed survey. With mail or online samples, the specific reasons for non-completion are unknown. While the AAPOR calculation can be applied it is not as exact for web/mail samples.

Table 6: Response Rates by Mode – Resident Survey

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Landline** | **Cellphone** | **TOTAL PHONE** | **WEB** | **GRAND TOTAL** |
| **Total Completed Interviews** | 200 | 93 | 293 | 427 | 720 |
| **Response rate** | 12.41% | 5.99% | 9.69% | 8.93% | 8.38% |
| **Contact Rate** | 44.25% | 22.36% | 35.08% | 100% | 61.77% |
| **Cooperation Rate** | 29.41% | 28.03% | 28.94% | 8.93% | 13.73% |

*Contact rate is the proportion of all cases in which some responsible member of the housing unit was reached for the survey. Cooperation rate is the proportion of all cases interviewed of all eligible units contacted. Response rates are the number of completed interviews with reporting units divided by the number of eligible reporting units in the sample.*

# Appendix III—Weighting

The weights were applied in two stages. The first-stage weight adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight was a raking weight to ensure that age and income distributions of the sample match those of all Bellevue residents according to 2013 American Community Survey (ACS) 3-Year estimates.

While quotas were created to minimize the differences between the sampled population and the actual population, it is common to find that older individuals—those 55 years old and older—are over-represented in general population studies. Conversely, younger residents—those between 18 and 24 years of age—are under-represented in general population studies.

It is important to note that the study was **not** designed to get a representative sample of age and income at the neighborhood level. The study was specifically designed to get an accurate representation at the city level.

Table 7: Weighting—Unweighted and Weighted Data Compared to Bellevue Population

|  | **2015 Broadband Survey (unweighted)** | **2015 Broadband Survey (weighted)** | **Bellevue  Population\*** |
| --- | --- | --- | --- |
| Age\*\* 18–34 35–54 55 Plus | 26%  41%  33% | 28%  38%  34% | 28% 38% 34% |
| Income Less than $50,000 $50,000–$75,000 $75,000–$100,000 $100,000 or Greater Median | 20%  10%  13%  57% | 27%  14%  14%  45% | 27% 14% 14% 45% $90,333 |
| Household Size Single Adult Two or More Adults | 34%  66% | 36%  64% | 29% 71% |
| Children in Household None One or More | 70%  30% | 70%  30% | 71% 29% |
| Dwelling Type Single-Family Multifamily | 47%  53% | 46%  54% | 51% 49% |
| Home Ownership Own Rent | 65%  35% | 64%  36% | 54% 46% |
| Race/Ethnicity  White  Asian African American Other  % Hispanic  *(multiple responses)* | 70%  25%  2%  3%  2% | 72%  23%  3%  3%  2% | 62% 31% 3% 4% 6% |
| Language Spoken at Home English only Other than English | 63%  37% | 63%  37% | 61% 39% |

\*Source for population figures: All data are 2013 American Community Survey five-year estimates.   
\*\*Note: Age and income were imputed for respondents who refused to provide this information.

# Appendix IV—Margin of Error

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey’s reported results are close to the true figures, that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. Moreover, the margin of error is greater when there is more dispersion in responses—for example, 50 percent respond yes and 50 percent respond no—than when opinions are very similar—for example, 90 percent respond yes and 10 percent respond no. The margin of error in Bellevue’s Performance Measures Survey for the entire sample is generally no greater than plus or minus 4.3 percentage points around any given percentage at a 95 percent confidence level. This means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100 the same result within the stated range would be achieved.

The following table provides additional insights into the margin of error with different sample sizes. The proportions shown in the table below

Table 8: Error Associated with Different Proportions at Different Sample Sizes

|  |  |
| --- | --- |
| **Sample Size** | **Maximum Margin of Error** |
| **30** | 17.8% |
| **50** | 13.9% |
| **100** | 9.8% |
| **200** | 6.9% |
| **300** | 5.7% |
| **400** | 4.9% |
| **600** | 4.0% |
| **800** | 3.5% |

# Appendix V—Unweighted and Weighted Base Sizes

|  |  |
| --- | --- |
| **Demographic Groupings** | **Subscription Groupings** |
| |  |  |  | | --- | --- | --- | |  | **Unweighted** | **Weighted** | | All respondents | 711 | 711 | | **Age** | | | | 18-34 | 187 | 198 | | 35-54 | 291 | 272 | | 55-64 | 87 | 73 | | 65+ | 146 | 169 | | **Income** | | | | Below $50,000 | 119 | 152 | | $50,000 to below $75,000 | 67 | 94 | | $75,000 to below $100,000 | 83 | 85 | | $100,000 or more | 364 | 274 | | |  |  |  | | --- | --- | --- | |  | **Unweighted** | **Weighted** | | **Internet Service Provider** | | | | Comcast Internet Provider | 485 | 467 | | CenturyLink Internet Provider | 111 | 111 | | Wave / Spectrum Internet Provider | 22 | 21 | | Frontier Internet Provider | 20 | 16 | | Other Internet Provider | 9 | 6 | | **Cable TV Subscription Information** | | | | Respondents with Cable TV | 403 | 397 | | Respondents without Cable TV | 306 | 311 | | Respondents without Cable TV who had it in the past | 89 | 84 | | **Broadband Internet Information** | | | | Respondents with a broadband internet subscription | 653 | 631 | | Respondents without broadband | 50 | 68 | | Respondents who indicated Broadband is Too Expensive | 12 | 14 | | **Landline Phone Information** | | | | Respondents with a landline telephone | 321 | 369 | | Respondents without a landline | 390 | 342 | | Respondents who used to have a landline at their current residence | 71 | 57 | | **Cellular Phone Information** | | | | Respondents with cell phones | 672 | 668 | | Respondents with cell phone coverage issues | 217 | 212 | | Respondents with cellular data plans | 601 | 587 | | Respondents with cellular data caps | 374 | 350 | | **Wi-Fi Questions** | | | | Respondents who have visited Bellevue's website in the past 12 months | 395 | 374 | | All Respondents asked the Wi-Fi questions | 500 | 556 | | Respondents who use Wi-Fi internet | 444 | 477 | | Respondents aware of City Wi-Fi Internet | 138 | 156 | |

# Appendix VI—Questionnaire

CITY OF BELLEVUE 2015 BROADBAND STUDY  
NWRG Project Number: BEL\_1550304\_2015\_Broadband

DATE LAST MODIFIED: 11/10/2015

INTRODUCTION / SCREENER  
[BASE: ALL RESPONDENTS]   
[PROGRAMMING: SECTION FOR TIMING]

**[ALL 998/999 OPTIONS SHOULD BE HIDDEN FOR WEB RESPONDENTS UNLESS/UNTIL THE RESPONDENT TRIES TO ENTER PAST THE QUESTION WITHOUT PROVIDING A RESPONSE]**

**[ONLY DISPLAY FOR WEB RESPONDENTS: LOGIN WILL NOT BE DISPLAYED IN TEST LINK]**

WEB LOGIN

Please enter your unique user name from the mailing you received:

**[ONLY DISPLAY FOR PHONE RESPONDENTS]**

ISCALLIN

**(DO NOT READ) INTERVIEWER:** Did this respondent call-in to do the survey?

**IF YOU ARE NOT SURE, CODE “NO” BELOW.**

1. Yes, respondent called in **[SKIP QUOTA EVAL ON AGE/GENDER]**
2. No, regular outbound dialing

**[DISPLAY FOR PHONE RESPONDENTS ONLY]**

INTROTEL **[PHONE NOTATION] (REREAD THIS SCREEN IF YOU HAVE A NEW RESPONDENT ON THE PHONE, OTHERWISE PRESS >> TO GET INTO THE SURVEY)**

Hi. I am \_\_\_\_\_\_\_\_\_ with Northwest Research Group, calling on behalf of the City of Bellevue. The City is assessing cable television and community broadband needs and interests, and evaluating the performance of cable providers as part of the cable television franchise renewal process. The purpose of this survey is to gather information about residents’ attitudes toward the services they receive from cable and other communications providers.

This call may be monitored and/or recorded for quality control purposes only.

[AS NEEDED: This study is being conducted for research purposes only and your responses will be kept completely confidential and will only be used in combination with others.

[AS NEEDED: The survey should take about 15 minutes.]

[IF NECESSARY: “Your household has been randomly chosen for this study.”]

INTROLL **[SHOW IF SAMPLETYPE=1 (LANDLINE)]** Hello. This is \_\_\_\_\_\_\_\_\_ with Northwest Research Group, calling on behalf of the City of Bellevue. The City is conducting a survey regarding internet and television needs, use and satisfaction among residents. If possible, may I speak to the person in your household who knows the most about your internet and television use?

01 SPEAKING TO THAT PERSON [CONTINUE TO SCR1]

02 SOMEONE ELSE KNOWS AND IS AVAILABLE [ASK FOR THAT PERSON AND READ INTROTEL2]

03 SOMEONE ELSE, BUT NOT AVAILABLE [CONTINUE TO SCR1 ANYWAY]

999 [DO NOT READ] DON'T KNOW/PREFER NOT TO ANSWER [SKIP TO THANK2]

IF INTROLL=1 OR 3 READ: “The City is assessing cable television and community broadband needs and interests, and evaluating the performance of cable providers as part of the cable television franchise renewal process. The purpose of this survey is to gather information about residents’ attitudes toward the services they receive from cable and other communications providers.

This call may be monitored and/or recorded for quality control purposes only.”

INTROLL2 **[SHOW IF INTROLL=2]** Hi. I am \_\_\_\_\_\_\_\_\_ with Bernett Research, calling on behalf of the City of Bellevue. The City is assessing cable television and community broadband needs and interests, and evaluating the performance of cable providers as part of the cable television franchise renewal process. The purpose of this survey is to gather information about residents’ attitudes toward the services they receive from cable and other communications providers.

This call may be monitored and/or recorded for quality control purposes only.

[AS NEEDED: This study is being conducted for research purposes only and your responses will be kept completely confidential and will only be used in combination with others.

[AS NEEDED: The survey should take about 15 minutes.]

[IF NECESSARY: “Your household has been randomly chosen for this study.”]

INTROCELL **[SHOW IF SAMPLETYPE=2 (CELL)]** Hello. This is \_\_\_\_\_\_\_\_\_ with Bernett Research, calling on behalf of the City of Bellevue. The City is assessing cable television and community broadband needs and interests, and evaluating the performance of cable providers as part of the cable television franchise renewal process. The purpose of this survey is to gather information about residents’ attitudes toward the services they receive from cable and other communications providers.

This call may be monitored and/or recorded for quality control purposes only.

[AS NEEDED: This study is being conducted for research purposes only and your responses will be kept completely confidential and will only be used in combination with others.

[AS NEEDED: The survey should take about 15 minutes.]

[IF NECESSARY: “Your household has been randomly chosen for this study.”]

**[DISPLAY FOR PHONE RESPONDENTS ONLY]**

INTROWEB Thank you for agreeing to complete this important survey for the City of Bellevue. Your household is one of a small number of households randomly selected to participate in this research so your participation is vital to the success of this research. Your responses will help the City of Bellevue in assessing cable television and community broadband needs and interests, and evaluating the performance of cable providers as part of the cable television franchise renewal process. The purpose of this survey is to gather information about residents’ attitudes toward the services they receive from cable and other communications providers.

This study is being conducted for research purposes only and your responses will be kept completely confidential and will only be used in combination with others to help identify actions to best improve the cable and internet service in Bellevue.

SCREENER  
BASE: ALL RESPONDENTS [PROGRAMMING: SECTION FOR TIMING]

[ASK IF SAMPLETYPE=2 (CELL PHONE)]

SCR0 Are you currently driving a car or doing any activity requiring your full attention?

01 Yes **(END CALL AND SCHEDULE CALLBACK IN NUTTY) [SKIP TO THANK1]**

00 No

999 **[PHONE NOTATION: (DO NOT READ)]** Don’t know/Prefer not to answer [SKIP TO THANK2]

SCR1 Do you live within the incorporated boundaries of Bellevue? [PHONE NOTATION: (**AS NEEDED)** Within Bellevue city limits?

01 YES

00 NO [THANK3 AND TERMINATE]

999 [DO NOT READ] DON'T KNOW/PREFER NOT TO ANSWER [SKIP TO THANK2]

SCR2 [PHONE SHOW] To confirm, are you an adult 18 years of age or older? **[PHONE NOTATION: (IF UNDER 18, ASK TO SPEAK TO AN ADULT 18 OR OLDER, BACK UP AND REREAD INTRO.)]**

[WEB SHOW] Are you an adult 18 years of age or older?

01 YES

00 NO [ASK TO SPEAK TO AN ADULT 18 OR OLDER.] **[THANK3 AND TERMINATE]**

999 [DO NOT READ] DON'T KNOW/PREFER NOT TO ANSWER [SKIP TO THANK2]

SCR3 [PHONE SHOW] May I please have your age?

[WEB SHOW] Please enter your age.

\_\_\_ ENTER AGE **[RANGE 18-99]**

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

[ASK IF SCR3=998 OR 999]

SCR3A Which of the following categories does your age fall into? [PHONE NOTATION: (**READ LIST UNTIL VALID RESPONSE IS GIVEN)]**

01 Under 18 [SKIP TO THANK3]

02 18-24

03 25-34

04 35-44

05 45-54

06 55-64

07 65-74

08 75 or over

998 [PHONE NOTATION: (DO NOT READ)] Don’t know **[THANK2 AND TERMINATE]**

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer **[THANK2 AND TERMINATE]**

SCR4 **[**PHONE SHOW] ENTER RESPONDENT’S GENDER; IF UNCERTAIN ASK: “Are you male or female”]

[WEB SHOW] Are you . . ?

01 [PHONE NOTATION: (DO NOT READ)] Male

02 [PHONE NOTATION: (DO NOT READ)] Female

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

SCR5 Do you live in a . . . [PHONE NOTATION: (READ LIST, SELECT ONE ANSWER)]

[SINGLE RESPONSE]

01 Single-family detached house [PHONE NOTATION: (AS NEEDED)] A house detached from any other house

02 Single-family attached house [PHONE NOTATION: (AS NEEDED)]Such as a town house. A house attached to one or more houses)

05 Apartment or Condominium with Two to Four Units

06 Apartment or Condominium with Five or More Units

07 Boat

08 Mobile home

09 [PHONE NOTATION: (DO NOT READ)] [SPECIFY]

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

SCR6 Was your household’s income for 2014 above or below $35,000?

01 Above $35,000

02 Below $35,000

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

CABLE TV  
BASE: ALL RESPONDENTS [PROGRAMMING: SECTION FOR TIMING]

CAB1 For this first series of questions, we would like you to think about your television service. Does your household currently subscribe to any cable or satellite TV service?

**[PHONE NOTATION] (DO NOT READ LIST)**

00 No

1. Yes – Cable **[PHONE NOTATION: (SUCH AS COMCAST, CENTURYLINK)]**
2. Yes – Satellite **[PHONE NOTATION: (SUCH AS DIRECTV, DISH NETWORK)]**
3. Provided by my building / landline as part of my rent
4. I use an antenna / Over the air TV

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF CAB1=1]**

CAB1A Which company provides your cable TV service?

**[PHONE NOTATION] (DO NOT READ LIST)**

01 Comcast

02 CenturyLink **(FORMERLY KNOWN AS QWEST)**

888 Other **(please describe)** **[SPECIFY]**

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF CAB1=00 OR CAB1=02 OR CAB1=04]**

CAB1B Have you ever had Cable TV **at your current residence**?

**[PHONE NOTATION] (DO NOT READ LIST)**

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF CAB1B = 01]**

CAB1C How long ago did you get rid of Cable TV?

**[PHONE NOTATION] (READ LIST IF NEEDED)**

01 Less than one year ago

02 1 to less than 2 years ago

03 2 to less than 5 years ago

04 More than 5 years ago

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

FOR CAB1D IF (CAB1=00)

IF CAB1=04 ASK, AND ALSO PRECODE CAB1D=07

IF CAB1=02 SKIP AND AUTODE CAB1D=03

IF CAB1=03 SKIP AND AUTODE CAB1D=06

CAB1D Why don’t you subscribe to cable **[IF CAB1B=1 SHOW: “**anymore?**”]**

**[PHONE NOTATION] (DO NOT READ LIST. SELECT ALL THAT APPLY)**

01 Not available

02 Cost

03 Have satellite

04 Don’t watch TV / Don’t have TV

05 Use online streaming for entertainment (Netflix, Amazon Prime, Hulu, etc.)

06 Landline / Building provides it

07 I have an antenna / over the air TV

888 Other **(please describe)** [SPECIFY]

998 Don’t know

999 Prefer not to answer

ASK QUESTIONS CAB2 THROUGH CAB5 IF (CAB1=01) (CABLE TV SUBSCRIBERS)

CAB2 [PHONE SHOW] Using a scale from 0 to 10, where 0 means “very “dissatisfied and 10 means “very satisfied”, **overall**, how satisfied are you with your current cable television service?

[WEB SHOW] Overall, how satisfied are you with your current cable television service?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Dissatisfied |  |  |  |  |  |  |  |  |  | Very Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

CAB3 [PHONE SHOW] Using the same scale, where 0 means “very dissatisfied” and 10 means “very satisfied”, how satisfied are you with the following?

[WEB SHOW] How satisfied are you with…?

**[RANDOMIZE ORDER SHOWN]**

CAB3\_1 Quality of picture

CAB3\_2 Quality of sound

CAB3\_3 Programming

CAB3\_4 Customer Service

CAB3\_5 Notification about changes to your service agreement

CAB3\_7 Reliability (Frequency of outages)

CAB3\_8 Speed of repair after outages

CAB3\_9 Value of services for price paid

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Dissatisfied |  |  |  |  |  |  |  |  |  | Very Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

CAB4 Has your television service gotten better or worse over the last year?

**[PHONE NOTATION] (DO NOT READ LIST. PROBE AND CODE ACCORDINGY: Would that be somewhat or significantly?)**

01 Significantly worse

02 Somewhat worse

03 No change / Neither better nor worse

04 Somewhat better

05 Significantly better

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

CAB5 If a competing cable company offered similar programming at similar pricing, would you change from your current provider?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

LANDLINE TELEPHONE   
[BASE: ALL]   
[PROGRAMMING: SECTION FOR TIMING]

TELINTRO **[ASK OF ALL]** The next few questions will be about landline telephone service.

TEL1 **[ASK IF SAMPLETYPE=2 (CELL PHONE)]** In addition to your cell telephone, do you also have a landline telephone in your household?

**[PHONE NOTATION: (AS NEEDED)]** Please include only landlines that are used to make or receive phone calls. Do not include dedicated fax lines or dedicated internet landlines.

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

TEL1A **[ASK FOR WEB RESPONDENTS=3 (NEITHER LANDLINE NOR CELL PHONE RESPONDENTS)]** Do you have a landline telephone in your household?

**[PHONE NOTATION: (AS NEEDED)]** Please include only landlines that are used to make or receive phone calls. Do not include dedicated fax lines or dedicated internet landlines.

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

COMPUTE INTERAL VARIABLE LANDLINE

VARIABLE LABELS LANDLINE “Variable to determine if respondent has a landline telephone”

VALUE LABELS LANDLINE

0 “Does not have landline”

1 “Has Landline”.

IF [IF SAMPLETYPE = 1 (LANDLINE)] LANDLINE = 1.

IF (TEL1 = 1) LANDLINE = 1.

IF (TEL1A = 1) LANDLINE = 1.

IF (TEL1 = 00) LANDLINE = 0.

IF (TEL1A = 00) LANDLINE = 0.

**[ASK IF LANDLINE = 1]**

TEL1B Who is your landline telephone provider?

**[PHONE NOTATION] (READ LIST IF NEEDED)**

01 Comcast

02 CenturyLink **(FORMERLY KNOWN AS QWEST)**

03 Wave / Spectrum

04 Frontier

06 **[PHONE NOTATION: (DO NOT READ)]** Do not have a landline telephone

888 **[PHONE NOTATION: (DO NOT READ)]** Other **(please describe)** **[SPECIFY]**

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF LANDLINE=0]**

TEL4 Have you ever had a landline telephone **at your current residence**?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

[ASK IF TEL4=01]

TEL4A When did you stop subscribing to landline telephone service?

**[PHONE NOTATION] (READ LIST IF NEEDED)**

01 Less than one year ago

02 1 to less than 2 years ago

03 2 to less than 5 years ago

04 More than 5 years ago

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

INTERNET   
[BASE: ALL RESPONDENTS]  
[PROGRAMMING: SECTION FOR TIMING]

NET1 Now we would like to ask a few questions about your access to the internet. Does your household subscribe to broadband internet service?

**[PHONE NOTATION: (AS NEEDED)]** Broadband internet, also known as “high speed internet”, includes internet such as cable internet, DSL, internet and wireless internet. Dial-up internet is not considered broadband internet.

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

ASK QUESTIONS NET2 THORUGH NET7 IF NET1 = 01 (HAS BROADBAND)

NET2 Who is your broadband internet service provider?

01 Comcast

02 CenturyLink **(FORMERLY KNOWN AS QWEST)**

03 Wave / Spectrum

04 Frontier

05 Cell

888 **[PHONE NOTATION: (DO NOT READ)]** Other **(please describe) [SPECIFY]**

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET3 How much bandwidth do you pay for with your subscription?

**[PHONE NOTATION: (AS NEEDED:** What is the advertised download speed you pay for?**)]**

**[PHONE NOTATION] (READ LIST IF NEEDED)**

01 1 to 3 Megabits per second

02 4 to 7 Mbps

03 8 to 11 Mbps

04 12 to 20 Mbps

05 21 to 40 Mbps

06 41 to 50 Mbps

07 More than 50 Mbps

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET4 For which of the following activities do you use your broadband internet?

[READ LIST AND GET A YES/NO FOR EACH]

[RANDOMIZE DISPLAY ORDER OF NET4\_A THORUGH NET4\_K]

NET4#A Steam music from sites such as Spotify and Pandora

NET4#B Stream video on sites such as YouTube and Vimo

NET4#C Stream movies and TV shows using services such as Netflix, Hulu, and Amazon Prime

NET4#D Play PC or Console games

NET4#E Telecommute / Work from home

NET4#F Access educational information for elementary school age children

NET4#G Enrollment in an adult oriented distance learning course

NET4#H Access educational information for middle or high school students

NET4#I Video conferencing services such as Skype

NET4#J Access Email

NET4#K Access social media

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET4A [PHONE SHOW] In general, how confident are you that you can do the things you like to do online without experiencing issues such as buffering, skipping, or lag? Use a scale from 0 to 10, where 0 means “not at all confident” and 10 means “very confident”.

[WEB SHOW] In general, how confident are you that you can do the things you like to do online without experiencing issues such as buffering, skipping, or lag?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all Confident |  |  |  |  |  |  |  |  |  | Very Confident |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET5 [PHONE SHOW] Using a scale from 0 to 10, where 0 means “very dissatisfied” and 10 means “very satisfied”, **overall**, how satisfied are you with your current internet service?

[WEB SHOW] Overall, how satisfied are you with your current internet service?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Dissatisfied |  |  |  |  |  |  |  |  |  | Very Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET6 [PHONE SHOW] Using the same scale how satisfied are you with the following aspects of your internet service?

[WEB SHOW] How satisfied are you with the following aspects of your internet service?

**[RANDOMIZE ORDER SHOWN]**

NET6\_1 Reliability

NET6\_2 Speed **[PHONE NOTATION: (AS NEEDED:** Availability of bandwidth**)]**

NET6\_3 Value of service for price paid

NET6\_4 Speed of repair following outages

NET6\_5 Customer Service

NET6\_6 Security

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Dissatisfied |  |  |  |  |  |  |  |  |  | Very Satisfied |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET7 How many of the following types of devices are usually **connected to the internet** at your household?

NET7\_1 \_\_\_\_\_ Enter Number of DESKTOP OR LAPTOP COMPUTERS [RANGE 0 TO 99]

NET7\_2 \_\_\_\_\_ Enter Number of GAMING CONSOLES OR TELEVISIONS [RANGE 0 TO 99]

NET7\_3 \_\_\_\_\_ Enter Number of TABLETS OR E-READERS [RANGE 0 TO 99]

NET7\_4 \_\_\_\_\_ Enter Number of SMART PHONES [RANGE 0 TO 99]

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

COMPUTE INTERAL VARIABLE NUMDEVICES = SUM OF (NET7\_1 THORUGH NET7\_4)

VARIABLE LABELS NUMDEVICES “Variable to determine number of devices connected to the internet”

[ASK IF NET1 = 0]

NET8 Why doesn’t your household subscribe to broadband internet service?

**[PHONE NOTATION] (DO NOT READ LIST; CLARIFY FROM LIST AS NEEDED. SELECT ALL THAT APPLY.)**

01 Cost / Too expensive

02 Haven’t looked at specifics of subscribing

03 Don’t use Internet / Don’t have computer

04 Use Internet from neighbor

05 Use free Internet at library / cafes / free WI-FI

06 Use Internet on smartphone / tablet

07 Landlord / Building provides it

888 Other **(please describe)** [SPECIFY]

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

[ASK IF NET8 = 01]

NET8A What is the maximum monthly price you would be willing to pay for broadband internet?

\_\_\_\_\_ Enter Number in DOLLARS [RANGE 1 TO 999]

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK OF ALL]**

NET9 How often have you visited the City of Bellevue’s website in the past 12 months?

**[PHONE NOTATION] (READ LIST IF NEEDED)**

00 **[PHONE NOTATION: (DO NOT READ)]** Never, I have not visited the website

01 1 – 2 times

02 3 – 5 times

03 More than 5 times

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF NET9 GE 1]**

NET9A **[**PHONE SHOW] Using a scale from 0 to 10 where 0 means “very dissatisfied” and 10 means “very satisfied”, how would you rate the City of Bellevue’s web sit on each of the following. . .

**[**WEB SHOW] How would you rate the City of Bellevue’s website on each of the following?

**[**RANDOMIZE NET9A\_1 THROUGH NET9A\_3]

NET9A\_1: Ease of finding the information I am looking for

NET9A\_2: Visual appeal of the website

NET9A\_3: How well the Bellevue website meets your needs

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| VERY DISSATISFIED |  |  |  |  |  |  |  |  |  | VERY SATISFIED |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NET9B **[ASK IF NET9 GE 1]** How could the City of Bellevue improve it’s website to better meet your needs?

**[PHONE NOTATION] (PROBE AND CLARIFY FULLY. PROBE WITH “HOW ELSE?”)**

**[LARGE OPEN END BOX]**

WI-FI  
[BASE: ALL]   
[PROGRAMMING: SECTION FOR TIMING]

WI-FI1**[ASK ALL]** Do you use to Wi-Fi to get access to internet?

[INTERVIEWER NOTE/DISPLAY ON WEB: This includes all types of Wi-Fi including home networks]

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI1A **[IF WI-FI1=01]** When thinking about Wi-Fi internet please think about wireless access points and do not include 3G/4G service such as cell phones. Where do you connect to Wi-Fi internet?

[READ IF NECESSARY] [MULTIPLE PUNCH]

01 Home

02 Work

03 Coffee Shop

04 Library

05 Public Park

06 Airport

07 Ferry

08 Other (specify:\_\_\_)

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI1B **[IF WI-FI1=01]** Do you pay for a subscription fee to access Wi-Fi internet when outside your home?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI1C **[IF WI-FI1=01]** How would you rate the quality of the Wi-Fi service offered?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very Poor |  |  |  |  |  |  |  |  |  | Excellent |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI2**[ASK ALL]** The City of Bellevue currently offers free Wi-Fi service in select parts of the City (Crossroads and small portion of Downtown).  Are you aware of this service?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI2A **[IF WI-FI2=01]** Have you used this service?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI3**[ASK ALL]** If the City of Bellevue were to expand its current Wi-Fi service, in which areas would it be most beneficial?

[PHONE NOTATION] (READ/CLARIFY FROM LIST ONLY AS NEEDED. SELECT ALL THAT APPLY.)

01           Bel-Red

02           Bridle Trails

03           Cougar Mountain / Lakemont

04           Crossroads

05           Downtown

06           Eastgate

07           Factoria

08           Lake Hills

09           Newport

10           Northeast Bellevue

11           Northwest Bellevue

12           Somerset

13           West Bellevue

14           West Lake Sammammish

15           Wilburton

16           Woodridge

888         Other: Specify:

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WI-FI4**[ASK ALL]** If the City of Bellevue were to expand its current Wi-Fi service, how likely would you be to use this service?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all Likely |  |  |  |  |  |  |  |  |  | Extremely Likely |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

CELL PHONE   
[BASE: ALL]   
[PROGRAMMING: SECTION FOR TIMING]

**[ASK OF ALL]**

CELLLINTRO The next few questions will be about cell telephone service.

**[ASK IF SAMPLETYPE=1 (LANDLINE)]**

CELL1 In addition to your landline phone, do you also have a cell phone that is primarily for personal use?

**[PHONE NOTATION: (AS NEEDED)]** Please do not include cell phones provided by businesses.

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF SAMPLETYPE=3 (NO PHONE NUMBER- MAIL ONLY)]**

CELL1A Do you have a cell phone that is primarily for personal use? Please do not include cell phones provided by businesses or business purposes.

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

COMPUTE INTERAL VARIABLE CELLPHONE

VARIABLE LABELS CELLPHONE “Variable to determine if respondent has a cell phone”

VALUE LABELS CELLPHONE

0 “Does not have cell phone”

1 “Has Cell phone”.

IF [IF SAMPLETYPE = 2 (CELL)] CELLPHONE = 1.

IF (CELL1 = 1) CELLPHONE = 1.

IF (CELL1A = 1) CELLPHONE = 1.

IF (CELL1 = 00) CELLPHONE = 0.

IF (CELL1AA = 00) CELLPHONE = 0.

**[ASK IF CELLPHONE=1]**

CELL1B Who is your cell phone provider?

**[PHONE NOTATION] (READ LIST AS NECESSARY)**

1. AT&T
2. Verizon
3. Sprint
4. T-Mobile

888 Other **(please describe) [SPECIFY]**

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF CELLPHONE = 1]**

CELL2 Is your cell phone a smart phone?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF CELLPHONE = 1]**

CELL3 Do you have cell phone coverage issues within the City of Bellevue?

[PHONE NOTATION: (AS NEEDED)] For example, do you experience lack of service or dropped calls within the city limits?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

[ASK IF CELL3 = 01]

CELL3A In which neighborhood or neighborhoods do you tend to have cell coverage issues?

**[PHONE NOTATION] (READ/CLARIFY FROM LIST ONLY AS NEEDED. SELECT ALL THAT APPLY.)**

01 Bel-Red

02 Bridle Trails

03 Cougar Mountain / Lakemont

04 Crossroads

05 Downtown

06 Eastgate

07 Factoria

08 Lake Hills

09 Newport

10 Northeast Bellevue

11 Northwest Bellevue

12 Somerset

13 West Bellevue

14 West Lake Sammammish

15 Wilburton

16 Woodridge

888 Other: Specify:

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

[ASK IF CELL2 = 0]

CELL4 Do you have a data plan for your cell telephone?

01 Yes

00 No

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

COMPUTE INTERAL VARIABLE DATAPLAN

VARIABLE LABELS DATAPLAN “Variable to determine if respondent has a cell data plan”

VALUE LABELS DATAPLAN

0 “Does not have a data plan”

1 “Has a data plan”.

IF (CELL2 = 1) DATAPLAN=1.

IF (CELL4 = 1) DATAPLAN=1.

IF (CELL4 = 0) DATAPLAN=0.

[ASK IF DATAPLAN = 1]

CELL4A Does your cell internet have a data cap?

01 Yes

00 No / I have an unlimited data plan

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

[ASK IF CELL4A = 01]

CELL4B What is your data cap?

**[PHONE NOTATION] (READ LIST UNTIL VALID RESPONSE GIVEN)**

01 Less than 2 GB (gygabytes)

02 2 to 3 GB (gigabites)

03 3 to 4 GB (gigabites)

04 5 to 10 GB (gigabites)

05 More than 10 GB (gigabites) **[PHONE NOTATION: (SELECT IF RESPONDENT SAYS “Unlimited”)]**

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

PAYING FOR SERVICE   
BASE: ALL RESPONDENTS  
[PROGRAMMING: SECTION FOR TIMING]

COMPUTE INTERAL VARIABLE SUBSCRIBER

VARIABLE LABELS SUBSCRIBER “Variable to determine which services respondent has”

VALUE LABELS SUBSCRIBER

1 “Cable”

2 “Internet”

3 “Landline telephone”

4 “Cable and Internet”

5 “Cable and phone”

6 “Internet and phone”

7 “Cable, internet, and phone”

IF (CAB1 = 1) AND (LANDLINE NE 1) AND (NET1 NE 1) SUBSCRIBER=1.

IF (CAB1 NE 1) AND (NET1 = 1) AND (LANDLINE NE 1) SUBSCRIBER=2.

IF (CAB1 NE 1) AND (NET1 NE 1) AND (LANDLINE = 1) SUBSCRIBER=3.

IF (CAB1 = 1) AND (NET1 = 1) AND (LANDLINE NE 1) SUBSCRIBER=4.

IF (CAB1= 1) AND (NET1 NE 1) AND (LANDLINE = 1) SUBSCRIBER=5.

IF (CAB1 NE 1) AND (NET1 = 1) AND (LANDLINE = 1) SUBSCRIBER=6.

IF (CAB1 = 1) AND (NET1 = 1) AND (LANDLINE = 1) SUBSCRIBER=7.

COMPUTE INTERNAL VARIABLE PROVIDER

VARIABLE LABELS PROVIDER “Variable to determine if respondent uses the same provider for multiple services”.

VALUE LABELS PROVIDER

1 “Same cable and internet”

2 “Different cable and internet”

3 “Same cable and phone”

4 “Different cable and phone”

5 “Same internet and phone”

6 “Different internet and phone”

7 “Same cable, internet and phone”

8 “Same cable and phone, different internet”

9 “Same cable and internet, different phone”

10 “Same internet and phone, different cable”.

(IF SUBSCRIBER=4) AND (CAB1A = NET2) PROVIDER=1

(IF SUBSCRIBER=4) AND (CAB1A NE NET2) PROVIDER=2

(IF SUBSCRIBER=5) AND (CAB1A = TEL1B) PROVIDER=3

(IF SUBSCRIBER=5) AND (CAB1A NE TEL1B) PROVIDER=4

(IF SUBSCRIBER=6) AND (NET2 = TEL1B) PROVIDER=5

(IF SUBSCRIBER=6) AND (NET2 NE TEL1B) PROVIDER=6

(IF SUBSCRIBER=7) AND (CAB1A = NET2) AND (CAB1A = TEL1B) AND (NET2 = TEL1B) PROVIDER=7

IF (SUBSCRIBER=7) AND ((CAB1A=TEL1B) AND (CAB1A NE NET2)) PROVIDER=8.

IF (SUBSCRIBER=7) AND ((CAB1A=NET2) AND (CAB1A NE TEL1B)) PROVIDER=9.

IF (SUBSCRIBER=7) AND ((NET2=TEL1B) AND (CAB1A NE TEL1B)) PROVIDER=10.

PAYINTRO These next few questions are about how much you pay for your cable, internet, and or phone services.

**[ASK IF (SUBSCRIBER=1) OR (PROVIDER=2) OR (PROVIDER=4) OR (PROVIDER=10)]**

PAY1 How much do you pay for your television service per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $149

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF (SUBSCRIBER=2) OR (PROVIDER=2) OR (PROVIDER=6) OR (PROVIDER=8)]**

PAY2 How much do you pay for your internet service per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $149

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[ASK IF (SUBSCRIBER=3) OR (PROVIDER=4) OR (PROVIDER=6) OR (PROVIDER=9)]**

PAY3 How much do you pay for telephone service per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[IF PROVIDER=1 OR PROVIDER=9]**

PAY4 How much do you pay for your combined cable and internet package per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $149

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[IF PROVIDER=3 OR PROVIDER=8]**

PAY5 How much do you pay for your combined cable and phone package per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $149

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[IF PROVIDER=5 OR PROVIDER=10]**

PAY6 How much do you pay for your combined internet and phone package per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $149

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[IF PROVIDER=7]**

PAY7 How much do you pay for your combined cable, internet and phone package per month?

**[PHONE NOTATION] (READ LIST AS NEEDED)**

**[PHONE NOTATION: (AS NEEDED: Use your best guess.)]**

01 Less than $25

02 $25 to $49

03 $50 to $74

04 $75 to $99

05 $100 to $124

06 $125 to $149

07 $150 or more

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

STANDARD DEMOGRAPHICS   
[BASE: ALL]  
[PROGRAMMING: SECTION FOR TIMING]

DEMOINT These final questions will help us group your answers with others.

DEMO1 Including yourself, how many people currently live in your household in each of the following age categories?

DEMO1A \_\_\_\_\_ 65 or older

DEMO1B \_\_\_\_\_ 55 to 64

DEMO1C \_\_\_\_\_ 26 to 54

DEMO1D \_\_\_\_\_ 19 to 25

DEMO1E \_\_\_\_\_ 18 years old and out of high school

DEMO1F \_\_\_\_\_ Children in high school

DEMO1G \_\_\_\_\_ Children in middle school

DEMO1H \_\_\_\_\_ Children of elementary school age or younger

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

COMPUTE INTERNAL VARIABLE HHSIZE,

VARIABLE LABELS HHSIZE “Number of people in Household”.

HHSIZE=SUM OF ALL CATEGORIES IN DEMO1, IF DEMO1=DK/REF TO ALL, AUTO CODE 998/999 DK/REF.

COMPUTE INTERNAL VARIBLE NUM\_ADULTS

VARIABLE LABELS NUM\_ADULTS “Number of adults in the household”.

NUM\_ADULTS=SUM of DEMO1A, DEMO1B, DEMO1C, DEMO1D, DEMO1E IF DK/REF TO DEMO1A, DEMO1B, DEMO1C, DEMO1D AND DEMO1E, AUTO CODE 998/999 DK/REF.

COMPUTE INTERNAL VARIALE NUM\_CHILDREN

VARIABLE LABELS NUM\_ADULTS “Number of children under 18 in household”.

NUM\_CHILDREN=SUM of DEMO1F, DEMO1G, DEMO1H, IF DK/REF TO DEMO1F, DEMO1G AND DEMO1H, AUTO CODE 998/999 DK/REF.

COMPUTE INTERNAL VARIABLE HH\_COMPOSITION

VARIABLE LABELS HH\_COMPOSITION “Composition of household”.

VALUE LABELS HH\_COMPOSITION

1 “Single person household”

2 “Single adult with kids under 18”

3 “Multiple adults only”

4 “Multiple adults with kids under 18”

IF (HHSIZE=1) HH\_COMPOSITION=1.

IF (NUM\_ADULTS=1) AND (NUM\_CHILDREN GE 1) HH\_COMPOSITION=2.

IF (NUM\_ADULTS > 1) AND (NUM\_CHILDREN=0) HH\_COMPOSITION=3.

IF (NUM\_ADULTS > 1) AND (NUM\_CHILDREN GE 1) HH\_COMPOSITION=4.

**[IF HHSIZE > 1 AND (NET1 = 1)]**

DEMO2 Including yourself, how many members of your household in each of the following age categories uses the internet **at home**?

**[ONLY DISPLAY AGE CAGETORIES FROM DEMO1 THAT ARE GE 1, LIMIT ANSWER RANGE TO RESPONSE FROM DEMO1 ANSWER FOR EACH CATEGORY]**

DEMO2A \_\_\_\_\_ 65 or older

DEMO2B \_\_\_\_\_ 55 to 64

DEMO2C \_\_\_\_\_ 26 to 54

DEMO2D \_\_\_\_\_ 19 to 25

DEMO2E \_\_\_\_\_ 18 years old and out of high school

DEMO2F \_\_\_\_\_ Children in high school

DEMO2G \_\_\_\_\_ Children in middle school

DEMO2H \_\_\_\_\_ Children of elementary school age or younger

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

DEMO3 Do you own or rent your residence?

01 Own

02 Rent

03 **[PHONE NOTATION: (DO NOT READ)]** Other arrangement

998 **[PHONE NOTATION: (DO NOT READ)]** Don’t know

999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

DEMO4 What is the highest grade or year of school you completed? **[PHONE NOTATION] (READ LIST AS NEEDED.)**

01 Non-high school graduate

02 High school diploma or GED

03 Some college

04 Associate’s Degree

05 Bachelor’s Degree

06 Some graduate work

07 Graduate degree(s)

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

DEMO5 Which of the following race and ethnicity categories best describes you? **[PHONE NOTATION] (READ LIST. SELECT ALL THAT APPLY)**

1. White
2. Hispanic, Latino, or Spanish origin
3. Black or African American
4. Asian
5. American Indian or Alaska Native
6. Middle Eastern or North African
7. Native Hawaiian or Other Pacific Islander

888 [PHONE NOTATION: (DO NOT READ)] Other **(please describe)** [SPECIFY]

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

DEMO6 Do you speak a language other than English, or in addition to English, at home?

01 Yes

00 No

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

[ASK IF DEMO6=01]

DEMO6A What language(s)? **[PHONE NOTATION] (DO NOT READ LIST. SELECT ALL THAT APPLY)**

[MULTIPLE SELECT]

01 Spanish

02 Chinese/Mandarin

03 Korean

04 Russian

05 Hindi

888 [PHONE NOTATION: (DO NOT READ)] Other **(please describe)** [SPECIFY]

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

[ASK IF DEMO6=01]

DEMO6B How well do you speak English? Would that be. . . **[PHONE NOTATION] (READ LIST)**

04 Very Well

03 Well

02 Not well

01 Not at all

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

DEMO7 Does anyone in your household have any of the following long-lasting conditions? **[PHONE NOTATION] (READ LIST, GET A YES OR NO AFTER EACH) (IF YES, ASK)** Is that you, another adult such as a spouse or roommate, or a child under the age of 18?

DEMO7\_1 Blindness or a severe vision impairment

DEMO7\_2 Deafness or a severe hearing impairment

DEMO7\_3 A physical condition that substantially limits your ability to walk or climb stairs.

DEMO7\_4 A physical, mental, or emotional condition causing difficulty learning, remembering, or concentrating.

DEMO7\_5 A condition that makes it difficult to type on an ordinary typewriter or traditional computer keyboard.

1. Yes – Self
2. Yes – Another adult (Such as spouse or roommate)
3. Yes – Child under 18
4. No

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

**[ASK IF LANDLINE = 1 AND CELLPHONE = 1]**

DEMO8 Which of the following **best** describes how you make or receive calls at home? **[PHONE NOTATION] (READ LIST)**

01 Primarily use a cell phone

02 Use both a landline or cell phone equally

03 Primarily use a landline

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

COMPUTE INTERNAL VARIABLE PHONEWT

VARIABLE LABELS HHSIZE “Phone type for weighting”.

VALUE LABELS PHONEWT

1 “Cell only”

2 “Primarily cell”

3 “Use equally”

4 “Primarily landline”

5 “Landline only”

IF (LANDLINE = 0) AND (CELLPHONE = 1) PHONEWT = 1.

IF (DEMO8 = 1) PHONEWT = 2.

IF (DEMO8 = 2) PHONEWT = 3.

IF (DEMO8 = 3) PHONEWT = 4.

IF (LANDLINE = 1) AND (CELLPHONE = 0) PHONEWT = 5.

DEMO9 ~~And finally,~~ What is the approximate total annual income of all members of your household? **[PHONE NOTATION] (READ LIST UNTIL VALID RESPONSE IS GIVEN)**

01 Less than $20,000

02 $20,000 to less than $35,000

03 $35,000 to less than $50,000

04 $50,000 to less than $75,000

05 $75,000 to less than $100,000

06 $100,000 or more

998 [PHONE NOTATION: (DO NOT READ)] Don’t know

999 [PHONE NOTATION: (DO NOT READ)] Prefer not to answer

OPEN3 And finally, what do you think the City should do to promote or encourage broadband services? **[OPEN END] [OPTIONAL]**

# THANKS

THANKEND Thank you very much for your time. Your participation will help the City of Bellevue improve broadband services within the city.

We greatly appreciate your time and insights.

**[PHONE NOTATION: (DO NOT READ)] INTERVIEWER, CLOSE WEB AND CODE AS COMPLETE]**

THANK1 I’m sorry for disturbing you. When would be a better time to call back?

**[PHONE NOTATION]** **(INTERVIEWER: SCHEDULE A CALLBACK IN NUTTY)**

**[WEB NOTATION]** *You may now close your browser window.*

**[CODE AS CELL PHONE INCOMPLETE AND ALLOW SURVEY REENTRY. THE SURVEY SHOULD OPEN BACK UP TO INTROTEL]**

THANK2 I'm sorry, but we cannot continue without that information. Have a good day/evening.

**[PHONE NOTATION: (DO NOT READ)] INTERVIEWER, CLOSE WEB AND CODE AS NQ TERMINATE**

THANK3 Thank you but we are only interviewing residents of Bellevue who are 18 years of age and older.

**[PHONE NOTATION: (DO NOT READ)] INTERVIEWER, CLOSE WEB AND CODE AS NQ TERMINATE**

THANK4 Thank you but we are only interviewing [TYPE OF RESPONDENT].

**[PHONE NOTATION: (DO NOT READ)] INTERVIEWER, CLOSE WEB AND CODE AS NQ TERMINATE**

1. Source: The Nielsen Company, Television & Cable Factbook 2016 (published October 2015 and reported by TVB) <http://www.tvb.org/media/file/Cable_UEs_by_State.pdf> [↑](#footnote-ref-2)
2. Source: American Community Survey 2014 1 Year. Table B28002: Presence and types of internet subscriptions in households (DSL, Cable, Fiber-optic, Satellite, Mobile, 2+types) [↑](#footnote-ref-3)
3. National Health Statistics Reports Number 70 December 18, 2013 – <http://www.cdc.gov/nchs/data/nhsr070.pdf> [↑](#footnote-ref-4)
4. National Health Statistics Reports Number 70 December 18, 2013 – <http://www.cdc.gov/nchs/data/nhsr070.pdf> [↑](#footnote-ref-5)
5. PEW Research Center “Chapter One: A Portrait of Smartphone Ownership” <http://www.pewinternet.org/2015/04/01/chapter-one-a-portrait-of-smartphone-ownership/> [↑](#footnote-ref-6)