

GAINSVILLE Residential Survey

Triple Play Service

1. Who provides Internet service to your home?

Cox	219	59%
AT&T	101	27%
Windstream	20	5%
Uniti Fiber	1	.05%
Century Link	5	1%
Only use Cellphone data	13	4%
Don't have Internet	10	3%
Other - Hot Spot	1	.05%

2. Who is your current cable TV provider?

Cox	228	62%
AT&T	40	11%
Windstream	7	2%
Satellite Dish (Dish or DIRECTV)	61	16%
Watch only on-line (Netflix)	22	6%
Don't have Cable TV	12	3%

3. If you have a telephone landline, who provides your telephone service?

Cox	162	44%
AT&T	42	11%
Windstream	10	3%
Century Link	4	1%
Don't have a landline telephone	151	41%

4. What do you pay for:

Standalone Cable TV		
\$50 - \$75	12	46%
\$76 - \$100	12	46%
\$100+	1	4%
Standalone Telephone		
\$35	2	100%

Standalone Internet			
	\$30 - \$50	20	71%
	\$51 - \$80	8	29%
Bundled Services			
	\$75 or Less	22	7%
	\$76 - \$100	79	25%
	\$101 - \$125	113	35%
	\$126 - \$150	67	21%
	\$151 - \$175	18	6%
	\$176 - \$200	19	6%

5. Do you know the Internet speed the company says they are providing?

Don't Know	229	66%
10 - 19 Mbps	24	7%
20 - 30 Mbps	36	11%
80 Mbps	1	0%
100 Mbps	49	14%
150 Mbps	1	0%
200+ Mbps	7	2%

Do you know the actual download speed you are getting?

Don't Know	249	72%
10 - 19 Mbps	23	7%
20 - 30 Mbps	32	9%
100 Mbps	40	11%
200+ Mbps	3	1%

6. Please rate your Internet service provider regarding the following from 1 to 5, where 1 is extremely dissatisfied and 5 is extremely satisfied.

Download Speed		
1 - Extremely dissatisfied	50	14%
2 - Somewhat dissatisfied	44	13%
3 - Neutral	107	31%
4 - Somewhat satisfied	105	30%
5 - Extremely satisfied	41	12%

The value I get compared to the price I pay		
1 - Extremely dissatisfied	41	12%
2 - Somewhat dissatisfied	60	17%
3 - Neutral	165	47%
4 - Somewhat satisfied	58	17%
5 - Extremely satisfied	23	7%

7. Please give your perception of the quality of service provided by the following today from 1 to 5 where 1 is extremely dissatisfied and 5 is extremely satisfied.

Cox

1 – Extremely dissatisfied	53	15%
2 – Somewhat dissatisfied	67	19%
3 – Neutral	129	35%
4 – Somewhat satisfied	67	19%
5 – Extremely satisfied	45	12%

AT&T

1 – Extremely dissatisfied	15	4%
2 – Somewhat dissatisfied	51	15%
3 – Neutral	189	55%
4 – Somewhat satisfied	70	20%
5 – Extremely satisfied	22	6%

The City

1 – Extremely dissatisfied	47	13%
2 – Somewhat dissatisfied	109	30%
3 – Neutral	144	40%
4 – Somewhat satisfied	50	14%
5 – Extremely satisfied	13	3%

8. Are you aware that the City already owns and operates a 600-mile fiber network that serves many of the area's largest businesses?

Yes	112	30%
No	258	70%

9. In general, how do you feel about the idea of the City building and operating a gigabit fiber network to serve homes and small businesses in the city?

I support the idea	141	38%
I do not support the idea	100	27%
I might support the idea but need more information	129	35%

10. The City has established goals for operating a fiber network in the City. Which of these goals do you support? You may choose all of the responses that apply.

Bringing broadband competition and choice	229	62%
Offering the lowest broadband prices in the country	310	84%
Providing broadband speeds up to 1 gigabit	110	30%
Providing better customer service	104	28%

11. If you do not support a City fiber network, what are your reasons? You may choose all of the responses that apply.

I am happy with my current provider	84	67%
I believe that city government should not compete with the private business	15	12%
I worry about the higher taxes	20	16%
I do not believe the City would provide better service.	6	5%

12. If the City builds a fiber network, what factors would influence your decision to move your current services to the new network? You may choose all the responses that apply.

Faster Internet speeds for the same price I pay today	97	26%
Lower price than I pay today	290	78%
Same price I pay today but better customer service	12	3%
Choosing the City service would keep the dollars I pay in our community	39	11%

13. Would you buy Internet service from the City if they guaranteed faster speeds than the competition at rates similar to what is currently available?

Yes definitely	59	16%
Probably	124	33%
Maybe	106	29%
Probably not	56	15%
Definitely not	25	7%

14. If the City builds a new network, how important is it to you that the City provides Cable TV service along with Internet access?

I want cable TV in the bundle	158	43%
An option for cable TV would be nice but not mandatory	136	37%
Cable is not important to me	67	18%
Other - Don't support or Don't care	9	2%

15. Would you buy cable TV service from a new City network if they offered similar channel line-ups and prices as today?

Yes definitely	45	12%
Probably	113	31%
Maybe	116	31%
Probably not	58	16%
Definitely not	38	10%

16. Would you buy a landline telephone from a new City network if they could offer affordable prices?

Yes definitely	54	15%
Probably	59	16%
Maybe	75	20%
Probably not	86	23%
Definitely not	96	26%

17. The City is considering having a program to make sure that low-income homes with school students gets fast Internet access. Would you support the fiber network if your monthly fee for Internet service helped to pay for these connections?

Yes definitely	81	22%
Probably	91	25%
Maybe	129	35%
Probably not	49	13%
Definitely not	20	5%

18. One of the City's primary goals is to bring the most affordable broadband in the country to the City. Would you subscribe to a City fiber network if it provided gigabit Internet access for \$50 per month?

Yes definitely	86	23%
Probably	121	33%
Maybe	119	32%
Probably not	26	7%
Definitely not	18	5%