BROADBAND:

A Nationally Representative Multi-Mode Survey

June 2021 Results

Overview of Methodology

Consumer Reports fielded a nationally representative multi-mode survey of Americans to explore Americans' access to high-speed internet service, and gauge their experiences and satisfaction with their broadband internet service.   The results are based on interviews conducted from June 4-28, 2021.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted online in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,565 interviews, 2,424 by web mode and 141 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.63 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Prepared by CR Survey Research Department, July 2021

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Q1. *[RESPONSES WERE SHOWN IN THE FOLLOWING ORDER: 'BROADBAND', 'DSL OR DIAL-UP', 'WIRELESS', AND 'MY HOUSEHOLD DOES NOT HAVE INTERNET ACCESS.']*

Which, if any, of the following services does your household use to access the internet?	Total %
Broadband (such as high speed internet through a fixed cable or fiber connection)	77
Wireless (such as <u>only</u> having access to the internet through a smartphone data plan)	15
DSL or dial-up (such as internet through a phone line)	5
My household does not have internet access	3
Base: All respondents	2,557

Q2. *[SHOW IF Q1 = 'DSL OR DIAL-UP', 'WIRELESS', OR 'MY HOUSEHOLD DOES NOT HAVE INTERNET ACCESS.' IF Q1='DSL/DIAL-UP', SHOW 'I ACCESS THE INTERNET AND DO EVERYTHING I NEED TO DO USING MY DSL/DIAL-UP CONNECTION' AND IF Q1 = 'WIRELESS', SHOW 'I ACCESS THE INTERNET AND DO EVERYTHING I NEED TO DO USING MY SMARTPHONE.' SELECT ALL THAT APPLY. RESPONSES WERE RANDOMIZED WITH 'OTHER' ANCHORED AT THE END AND THE TEXT CAPTURED.]*

Which, if any, are reasons that you do not have high speed broadband service (such as a fixed wired connection) at your home?	Total %
I access the internet and do everything I need to do using my smartphone*	41
It costs too much	32
I access the internet and do everything I need to do using my DSL/dial-up connection**	31
It's not available where I live	25
I just don't want it	16
Other	6
Base: Respondents who do not have broadband service in their household	555

*Note: *343 respondents said 'Wireless' in Q1 so they were shown and able to select this response. **143 respondents said 'DSL/dial-up" in Q1 so they were shown and able to select this response.*

Q3. *[SHOW IF Q1 = 'BROADBAND.']*

When choosing your current internet service, how many broadband (fixed wired connection) internet providers were available to choose from?	Total %
One - this is the only option where I live	26
Two - this one and one alternative	32
Three	16
Four	4
Five or more	3
Unsure	19
Base: Respondents who have broadband service in their household	1,999

Q4. *[SHOW IF Q1 = 'BROADBAND.']*

Is your internet service a standalone service or do you get it bundled with other services, such as cable television or phone service?	Total %
Standalone	49
Bundled	47
Unsure	4
Base: Respondents who have broadband service in their household	1,999

Q4A. *[SHOW IF Q1 = 'BROADBAND.']*

Approximately how much do you currently pay per month (including taxes and fees) for your internet service? If your internet is part of a bundle, please <u>only</u> tell us about the cost of the internet.	Total %
Less than $50	16
$50 to less than $75	37
$75 to less than $100	24
$100 or more	15
Unsure	8
Base: Respondents who have broadband service in their household	1,999

Q5. *[SHOW IF Q1 = 'BROADBAND.']*

How often do you review your internet bill before paying it?	Total %
Every time	40
Sometimes	28
Hardly ever	20
Never	12
Base: Respondents who have broadband service in their household	1,997

Q6. *[SHOW IF Q1 = 'BROADBAND.' ROTATE 'EASY' AND 'DIFFICULT' IN QUESTION STEM AND ROTATE SCALE TO MATCH.]*

How easy or difficult is it for you to understand your internet service bill (such as understand the fees, base price, etc.)?	Total %
Very easy	29
Somewhat easy	47
Somewhat difficult	21
Very difficult	4
Base: Respondents who have broadband service in their household	1,983

Q7. *[SHOW IF Q1 = 'BROADBAND.']*

How often do you currently work from home?	Total %
One day a week	4
Two days a week	4
Three days a week	5
Four days a week	3
Five days a week	12
More than five days a week	7
I never work from home	39
I do not currently have a job	27
Base: Respondents who have broadband service in their household	1,999

Q8. *[SHOW IF Q7 = 'ONE DAY A WEEK' TO 'MORE THAN FIVE DAYS A WEEK.']*

Does your work from home require you to use the internet?	%
Yes	94
No	6
Base: Respondents who have broadband service in their household and work from home at least one day a week	715

Q9. *[SHOW IF Q1 = 'BROADBAND.' RANDOMIZE ITEMS AND ROTATE SCALE.]*

For this next question, we would like to know how well your home internet service meets your household's needs (including work, school, entertainment, personal, etc.) Please use the following scale to rate the speed and connectivity of your internet.	Total %
Speed of your home internet connection	
Excellent	18
Very good	35
Good	28
Fair	14
Poor	3
Very poor	2
Base: Respondents who have broadband service in their household	1,977
Reliability of your home internet connection (e.g., lack of interruptions/outages)	
Excellent	16
Very good	36
Good	28
Fair	14
Poor	5
Very poor	2
Base: Respondents who have broadband service in their household	1,996

Q10. *[SHOW IF Q1 = 'BROADBAND.' ROTATE 'LESS' AND 'MORE' IN QUESTION STEM AND ROTATE SCALE TO MATCH.]*

Compared to <u>before</u> the COVID-19 pandemic began in early March 2020, would you say you are using the internet in your household less, about the same, or more <u>now</u> as you did prior to the pandemic?	Total %
Less	2
About the same	54
More	43
Base: Respondents who have broadband service in their household	1,997

Q11. *[SHOW IF Q1 = 'BROADBAND.']*

Since the pandemic began in early March 2020, have you had to upgrade your internet package to accommodate your household's needs?	Total %
Yes	16
No	84
Base: Respondents who have broadband service in their household	1,994

Q12. *[SHOW IF Q11 = 'YES.']*

How much **more** would you say you are paying **per month** to upgrade your internet? Please include all costs associated with the upgrade (such as cost for equipment upgrades, speed upgrades, etc.)	Total %
Less than $10 per month	23
$10 but less than $20 per month	22
$20 but less than $30 per month	23
$30 but less than $40 per month	11
$40 but less than $50 per month	9
$50 or more per month	12
Base: Respondents who have broadband service in their household and say they had to upgrade their internet to accommodate their household's needs since the pandemic began.	328

SECTION INFO: *[ADDITIONAL INSTRUCTION TEXT FOR Q13—Q17]*

> *'FOR THIS NEXT SERIES OF QUESTIONS, IF YOUR INTERNET IS PART OF A BUNDLE, PLEASE TELL US ABOUT THE INTERNET PORTION ONLY.'*

Q13. *[SHOW IF Q1 = 'BROADBAND.' ROTATE 'SATISFIED' AND 'DISSATISFIED' IN QUESTION STEM AND ROTATE SCALE TO MATCH.]*

How satisfied or dissatisfied are you with the price you pay (i.e., value for the money) for your **internet service**?	Total %
Completely satisfied	8
Very satisfied	14
Somewhat satisfied	35
Somewhat dissatisfied	27
Very dissatisfied	10
Completely dissatisfied	5
Base: Respondents who have broadband service in their household	1,984

Q14. *[SHOW IF Q1 = 'BROADBAND.' ROTATE 'EASY' AND 'DIFFICULT' IN QUESTION STEM AND ROTATE SCALE TO MATCH.]*

How easy or difficult is it for you to afford your monthly <u>internet</u> costs?	Total %
Very easy	31
Somewhat easy	45
Somewhat difficult	21
Very difficult	3
Base: Respondents who have broadband service in their household	1,988

Q15. *[SHOW IF Q1 = 'BROADBAND.' SELECT ALL THAT APPLY. 'NO, I DID NOT NEGOTIATE AT ALL' IS EXCLUSIVE.]*

Within the past 12 months, have you tried to negotiate or bargain with your <u>internet service provider</u> for a better price or better features?	Total %
Yes, for a better price	25
Yes, for better features (such as increased speed, upgraded equipment, extension of a promotional rate, etc.)	15
No, I did not negotiate at all	64
Base: Respondents who have broadband service in their household	2,002

Q16. *[SHOW IF Q15 = 'YES, FOR A BETTER PRICE' OR 'YES, FOR BETTER FEATURES.' IF Q15 = 'YES, FOR A BETTER PRICE', SHOW 'YES, I WAS SUCCESSFUL IN GETTING A BETTER PRICE.' IF Q15= 'YES, FOR BETTER FEATURES', SHOW 'YES, I WAS SUCCESSFUL IN GETTING BETTER FEATURES.' RESPONSES WERE SHOWN IN THE FOLLOWING ORDER: 'PRICE, 'FEATURES,' 'NOT SUCCESSFUL.' SELECT ALL THAT APPLY. 'NO, I WAS NOT SUCCESSFUL' WAS EXCLUSIVE.]*

Were you successful when you tried to negotiate or bargain with your <u>internet service provider</u> for a better price or better features?	Total %
Yes, I was successful in getting better features*	49
Yes, I was successful in getting a better price**	42
No, I was not successful	51
Base: Respondents who have broadband service in their household and tried to negotiate for a better price, better features, or both	718

*Note: *278 respondents said they tried to negotiate for better features in Q15 so they were shown and able to select this response. **527 respondents said they tried to negotiate for a better price in Q15 so they were shown and able to select this response.*

Q17. *[SHOW IF Q1 = 'BROADBAND.' ROTATE 'SATISFIED' AND' DISSATISFIED' IN QUESTION STEM AND ROTATE SCALE TO MATCH.]*

How satisfied or dissatisfied are you <u>overall</u> with your current <u>internet</u> service?	Total %
Completely satisfied	9
Very satisfied	27
Somewhat satisfied	41
Somewhat dissatisfied	15
Very dissatisfied	5
Completely dissatisfied	2
Base: Respondents who have broadband service in their household	1,989

Q18. *[ROTATE ITEMS.]*

Local town and city governments around the United States are considering setting up public internet networks (also known as municipal or community broadband service) for their residents. Which of the following statements best describes how you feel, even if neither is exactly right?	Total %
Municipal or community broadband <u>should</u> be allowed because it would ensure that broadband access is treated like other vital infrastructure such as highways, bridges, water systems, and electrical grids, allowing all Americans to have equal access to it.	75
Municipal or community broadband <u>should not</u> be allowed because it would be unfair to private internet companies to have to compete with government-funded networks, which could interfere with the growth of technology and the freedom of internet usage.	25
Base: All respondents	2,499

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