

# THE MERTON GROUP

## MARKET RESEARCH REPORT<sup>1</sup>

Prepared For

## TOWN OF GOFFSTOWN, NH



MAY 30, 2003

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## 1. INTRODUCTION

In this Report, The Merton Group (“Merton”) presents the results of the market research study performed as part of the Feasibility Study conducted for the Town of Goffstown, NH (the “Town”). This market research was focused on determining the feasibility of providing Municipal Broadband Network (MBN) services to the Town, with such infrastructure potentially financed by municipal bonds. The MBN services are 100 Mbps data access and potentially enhanced video services using fiber to the home (FTTH). The primary focus of the market research effort was to ascertain if the Town has the fundamental base of Internet users to convert and if this base of users would convert to the new service. A secondary objective was to ascertain what the interest and acceptance would be for new services such as digital video.

The main goal for this market research was simply:

***“To establish the viability for conversion from an existing Internet service provider to an MBN interconnection in a wide enough user base to ensure bond coverage.”***

The study has several key objectives. They are as follows:

1. Ascertain the current use of Internet and cable/satellite TV by key demographic metrics like age; from this analysis to determine if there are certain demographic factors in the Town which are more favorable to conversion to the MBN.
2. Ascertain current Internet Service Providers’ penetration by key demographic metrics
3. Ascertain conversion rates to MBN for existing Internet and cable/satellite TV users by key demographic metrics
4. Ascertain price points for MBN acceptance; these must reflect the range of offerings from simple dial up replacement to fully enhanced 100 Mbps Internet along with enhanced video, telephony, server hosting and whatever else may be of interest

This Report summarizes the statistics collected from a residential mail-in survey commissioned and conducted by the Town in April 2003.

## 2. METHODOLOGY

As part of the initial preparatory discussions for the market research effort, Merton suggested the following possible methodologies to the Town for conducting the survey associated with the study:

1. *Intercept Interview*  
A study conducted in person with respondents who are approached or intercepted in high traffic locations such as grocery stores or shopping malls.
2. *Mall Intercepts*  
Interviews conducted in shopping malls by randomly selecting people from among those present to be screened. The main part of the interview can take place either on the mall floor or inside the offices of a data collection company located within the mall.
3. *Telephone Survey*  
Respondents are interviewed via the telephone. The telephone interview is normally conducted from a central telephone facility.
4. *Mail-In Survey*  
A standard survey questionnaire is mailed to a randomly selected portion of the total population of residences and/or businesses, or where reasonable, to the entire population of such parcels.

Of the recommended methods, the Town chose to use the Mail-In Survey technique. The final questionnaires were prepared in close discussions with the Town. Two different forms of questionnaires were developed to reflect different price points for conversion to the MBN. The final form of questionnaires is attached as *Exhibit A*.

In April 2003, the Town of Goffstown mailed out the questionnaires, with a cover letter explaining the purpose of the survey, to 6348 residences in the Town; 3,174 of the first form and 3,174 of the second were mailed. The questionnaires were not sent to businesses because they did not comprise the target market for purposes of the current MBN study. The residences were requested to return the questionnaire in stamped envelopes provided. A "Return By" date was provided as May 8, 2003.

As of May 8, 2003, the Town had received 1,554 completed surveys, a return rate of 24%, a high number in comparison to average return rates on mail-in surveys, typically about 5%-10%.

The accuracy of projections obtained, in other words, how representative the surveyed population is of the entire Town population, depends heavily on the number of survey responses obtained. If 175 to 200 responses were obtained, then it would be possible to make projections with a +/- 7.5% accuracy with 95% confidence. With about 400 responses, the accuracy of the survey increases to +/- 5%. In other words, with about 400 responses, a sample survey of current Goffstown residents would differ no more than +/- 5% than if all Goffstown residents were contacted and included in the survey. Further, if the survey were replicated, the statistics would fall within the margin for error 95 out of 100 times.

Merton processed and analyzed the first 750 returned questionnaires to generate the results in this Report. This sample size, as explained above, yields accuracy in results of better than +/- 5%.

### 3. HIGHLIGHTS

#### 3.1 *Internet Access Demographics*

1. About 83% of Goffstown households have Internet access
2. About 39% of Goffstown homes use dial-up Internet access, 39% use cable modem, 4% use DSL and less than 1% use satellite; penetration of “broadband” is high at 43%.
3. About 46% of households use AT&T/Comcast for Internet access, 19% use AoL, 5% use MSN, 2% use Verizon, and the remaining 11% use other service providers.
4. About 24% of homes want higher speed in their Internet access, while 56% want cheaper rates and less than 3% want better service.

#### 3.2 *Cable TV Demographics*

1. About 92% of Goffstown homes have cable TV, less than 3% have satellite TV service, about 2% have both, and the remaining 3% have neither.
2. About 56% of homes pay \$50 or less for their cable TV, while 36% pay more than \$50 per month.

#### 3.3 *Telephone Demographics*

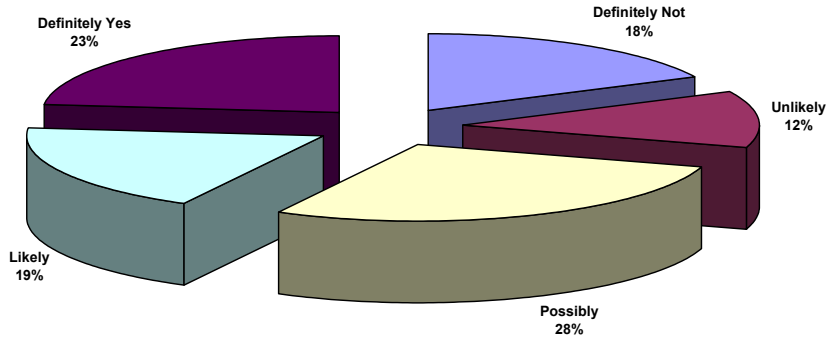
1. About 78% of homes use a single line while 10% of households have two or more telephone lines. About 12% have no land lines, indicating that such homes perhaps use only cell phones.

#### 3.4 *Municipal Broadband Network Services*

1. **About 80% of Goffstown homes are in favor of the Town building its own broadband network as long as it does not increase their taxes.**
2. **About 42% of households are likely or very likely to switch to the MBN for broadband Internet access at the price of \$40 per month.**

The chart below represents the potential size of MBN market for Internet access (at a price point of \$40 per month) in Goffstown. The minimum size of the MBN Internet market can be expected to be 23% of households and the maximum size about 70%. Merton estimates the market size to be 42% of homes. Clearly, the market for MBN Internet is significant and robust at the price point of \$40 per month.

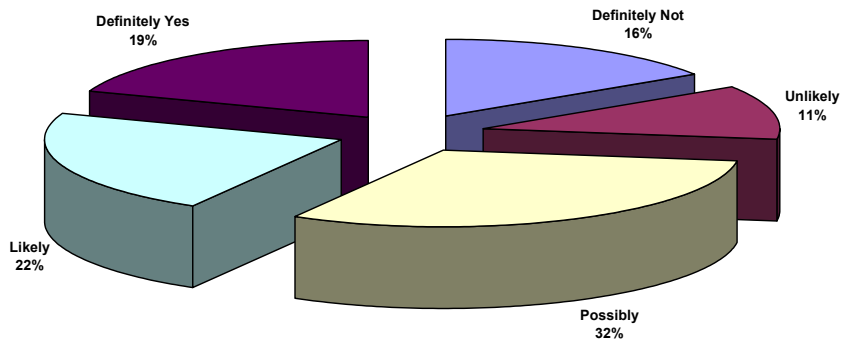
MBN Broadband Internet at \$40/Month



**3. About 41% of homes are likely or very likely to switch to the MBN for video services at the price of \$40 per month.**

The minimum market size for MBN video services is 19% of households and the maximum is 73%. Merton estimates the market size to be 41%. The market for MBN video is therefore just as strong and robust as for MBN Internet.

MBN Video Services at \$40/Month



**4. Almost 49% of the households where the decision maker is less than 65 years old are likely or very likely to switch to the MBN for broadband Internet access at \$40 per month. This segment forms almost 73% of all households in Goffstown.**

5. Only about 17of the homes where the decision maker is over 65 years old are likely or very likely to switch to the MBN for broadband Internet access at \$40 per month. This segment forms 27% of all homes.
6. Almost 70% of current cable modem and DSL users are likely or very likely to switch to the MBN for broadband Internet access at \$40 per month.
7. About 47% of homes where the decision maker is less than 65 years old are likely or very likely to switch to the MBN for video services at \$40 per month.
8. Only about 21% of homes where the decision maker is over the age of 65 are likely or very likely to switch to the MBN for video services at \$40 per month.

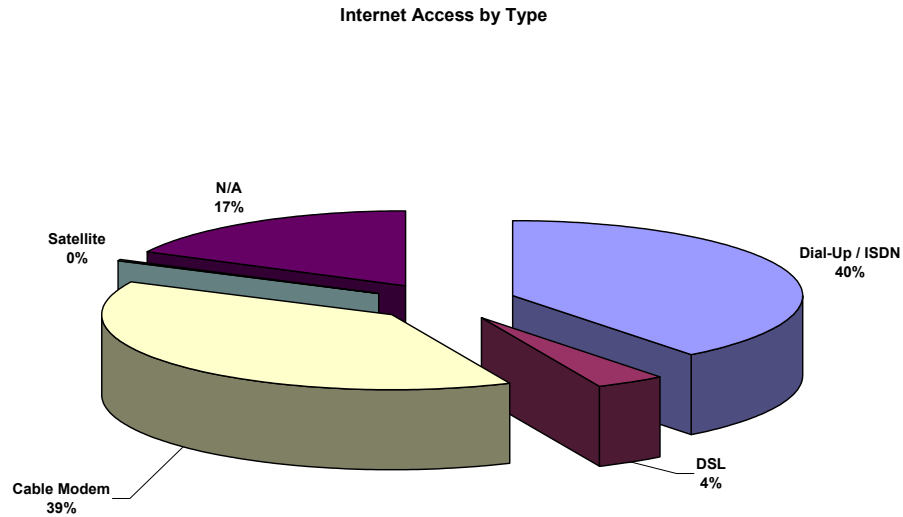


#### 4. DETAILED RESULTS

##### 4.1 Internet Market Statistics

###### 4.1.1 Internet Access Usage

The survey asked the respondents what kind of Internet access service they had at home. The choices provided were dialup, cable modem, DSL and satellite. The results are shown below.

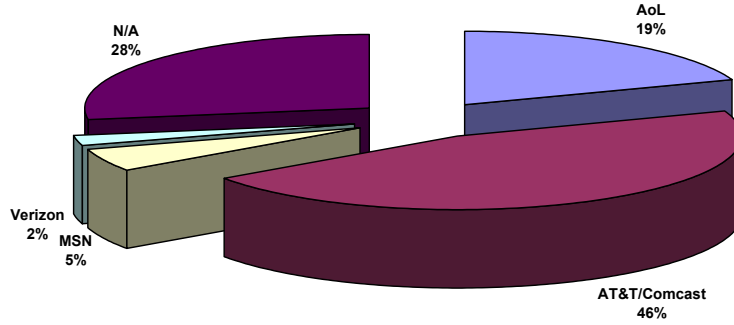


The results clearly show that there is a high penetration of “broadband” data service in the town, about 43% comprising cable modem, DSL and satellite Internet service. Dial-up is 40% while 17% have no Internet access at all.

###### 4.1.2 Internet Service Providers

The respondents were then asked about who their ISP is; the choices provided were AoL, AT&T/Comcast, MSN and Verizon. The results are show below. The majority of Internet users, about 46%, use AT&T/Comcast as their ISP, for cable modem or DSL. The other major ISPs used are AoL and MSN (for dial-up). DSL is from both Comcast and Verizon.

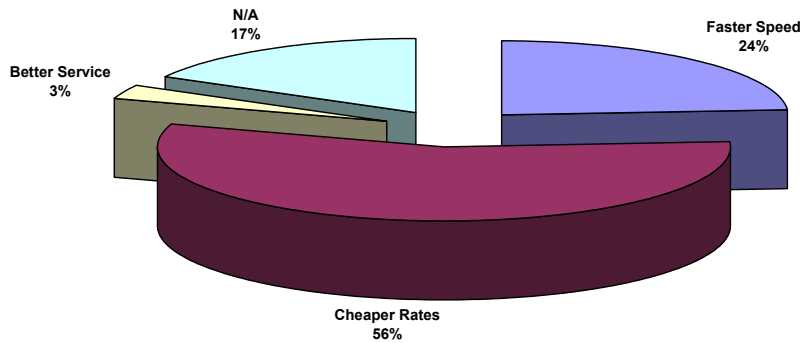
Internet Access by ISP



4.1.3 *Desired Improvement in Internet Access*

The survey was also targeted at determining the psychographic profile of Internet users in the Town. The survey asked what the respondents would like to see changed/improved about their Internet access service. About 56% indicated that they would like to have cheaper service and 24% said they would like to have higher speed of access.

Change in Internet Access

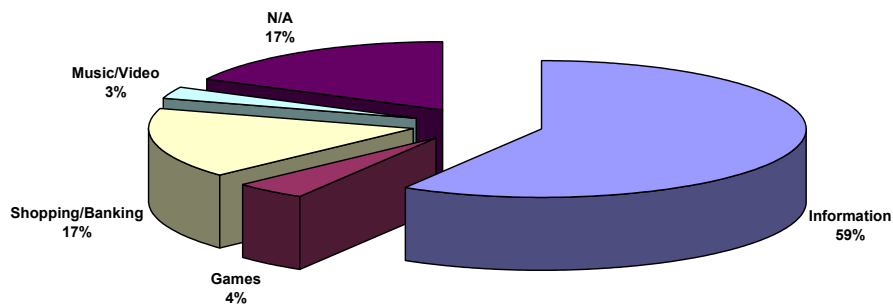


4.1.4 *Broadband Applications*

In order to understand the market for broadband services, and to determine what the Town residents would use the Internet for if they had broadband access, the survey asked what specific applications, other than the

most common tasks of email/chat, the respondent would use the Internet if they had very high-speed access; the choice provided were Information (research, news, etc.), Games, Shopping/ Banking, and Music/Video comprising entertainment. This information is valuable to ISPs who wish to deliver broadband services over the MBN. The results indicated that the vast majority would use broadband for Information. The potential usage of other broadband applications appears to be weak; however, it must not be ignored that the residents of the town have not had an opportunity to experience these other enhanced services because of lack of broadband infrastructure as well as lack of broadband providers. Perhaps, the availability of such premium services at affordable costs might spur demand.

**Broadband Applications**

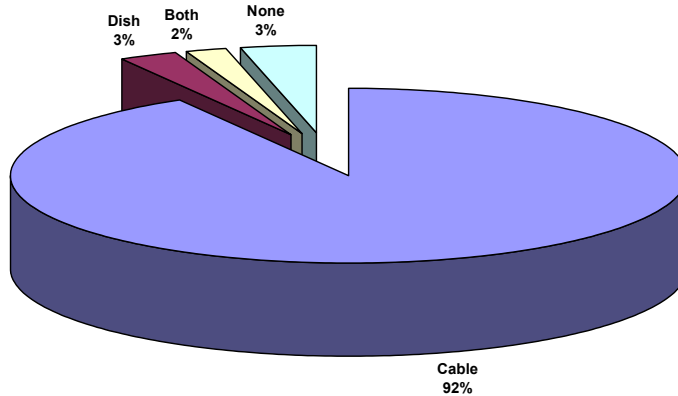


#### 4.2 Cable TV Market Statistics

##### 4.2.1 Cable / Satellite TV Usage

In order to understand the penetration of cable or similar services in the Town, the respondents were asked what kind of cable or dish TV service they used at home. From the results, it is clear that almost 97% of Town residents use cable or satellite TV service, or both. The breakout is shown below.

**Cable TV Demographics**



**4.2.2 Cable / Satellite TV Price**

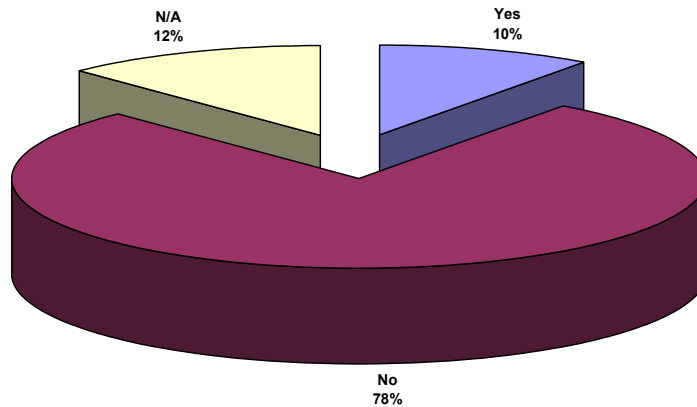
The survey also asked if the respondents paid less than or more than \$50 per month for their cable TV service. The percentages in the Valid Percent column indicated the proportion of households for each category. A majority of homes (56%) pays less than \$50/month.

<b>8. How much do you pay now for your cable/dish TV service?</b>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Less than \$50</i>	413	55.1%	55.9%	55.9%
	<i>More than \$50</i>	264	35.2%	35.7%	91.6%
	<i>N/A</i>	62	8.3%	8.4%	100.0%
	<i>Total</i>	739	98.5%	100.0%	
<i>Missing</i>	<i>Errors</i>	11	1.5%		
<i>Grand Total</i>		750	100.0%		

**4.3 Telephone Service Statistics**

The survey was also targeted at understanding the current telephone service demographics in the Town. More importantly, the segment of the population, which uses more than one telephone line, represents the initial target market for conversion to the MBN. This is because a household is probably paying about \$25 to their ISP and another \$25 for the second telephone line dedicated to data/fax. With the MBN, the second telephone line could be eliminated, and the end-user could be paying the same total of \$50 to an ISP for 10+ Mbps Internet access service. This segment of the population therefore represents the “low hanging fruit” for transfer to the MBN. The results are shown below; only about 10% have more than one line.

Number Telephone Lines



**4.4 MBN Internet Access**

*As alluded to before, this market study is primarily targeted at measuring the adoption of new services enabled by the MBN, including 100 Mbps data service and enhanced digital cable services. This information is cross-tabbed with key demographic factors to understand which segments of the market will be the potential user base, and what the price sensitivity is of that potential user base.*

The survey was targeted at determining the “take rate” or rate of adoption to MBN services at two different price points (\$40 per month, \$60 per month) for two different services (100 Mbps Internet access, enhanced digital video services). The questions were asked in two different forms of the questionnaire as alluded to before in order to eliminate any psychological biases in having two price points in the same questionnaire; respondents might be biased to be inclined to the lower price point and strongly disinclined to the higher price point if both appeared on the same questionnaire. The above adoption rates were then segmented by key demographic metrics, including age and current type of Internet/ cable TV connection.

**4.4.1 MBN Internet Adoption Rates**

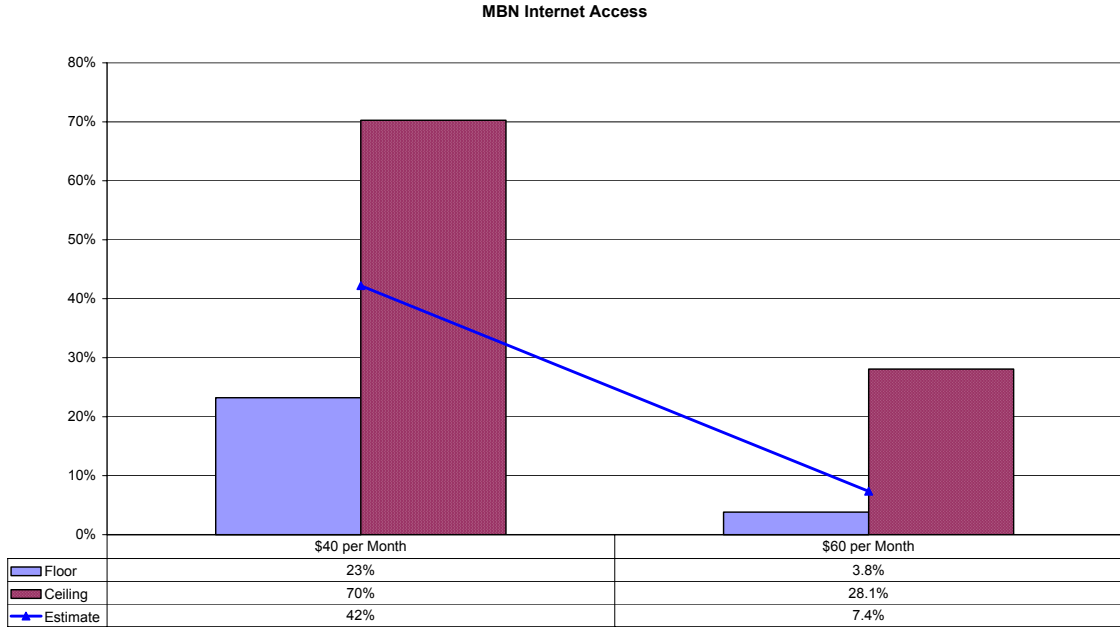
The respondents were asked the question how likely they would switch to a broadband Internet service that would be dramatically faster than what they currently have today. Two different forms of the questionnaire was developed to ask the above question at two different price points for the new service; \$40/month and \$60/month. The results are shown below for the price point of \$40. The percentages in the Valid Percent column indicate the proportion of households responding with the respective affirmative or negative reaction. The results are very favorable, with 42% likely or very likely to switch.

<b>11. Would you switch to a very high speed Internet connection, 1000 times faster than your current service, if it cost \$40 per month?</b>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Definitely Not</i>	63	8.4%	17.8%	17.8%
	<i>Unlikely</i>	42	5.6%	11.9%	29.7%
	<i>Possibly</i>	99	13.2%	28.0%	57.8%
	<i>Likely</i>	67	8.9%	19.0%	76.8%
	<i>Definitely Yes</i>	82	10.9%	23.2%	100.0%
	<i>Total</i>	353	47.1%	100.0%	
<i>Missing</i>	<i>Errors</i>	397	52.9%		
<i>Grand Total</i>		750	100.0%		

The results at the price point of \$60 are shown below. Again, the Valid Percent column indicates the proportion of respondents with the affirmative or negative responses. The results show a very weak market base at this higher price, with only about 7% likely or very likely to accept the new service at \$60/month.

<b>11. Would you switch to a very high speed Internet connection, 1000 times faster than your current service, if it cost \$60 per month?</b>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Definitely Not</i>	176	23.5%	48.0%	48.0%
	<i>Unlikely</i>	88	11.7%	24.0%	71.9%
	<i>Possibly</i>	76	10.1%	20.7%	92.6%
	<i>Likely</i>	13	1.7%	3.5%	96.2%
	<i>Definitely Yes</i>	14	1.9%	3.8%	100.0%
	<i>Total</i>	367	48.9%	100.0%	
<i>Missing</i>	<i>Errors</i>	383	51.1%		
<i>Grand Total</i>		750	100.0%		

The “floor” or minimum potential market for Internet access on the MBN was established as those respondents who answered “Definitely Yes”. The “ceiling” or maximum potential market was defined as those who answered “Likely” and “Possibly” in addition. Merton, however, estimates the market potential as only those respondents who answered “Definitely Yes” and “Likely”. The results of these estimates are presented below. Clearly, the market potential for MSB broadband Internet is substantial and robust if priced at \$40 per month, but declines very sharply if priced at \$60/month. The implication is that the residents of the Town are very price sensitive to Internet access service.

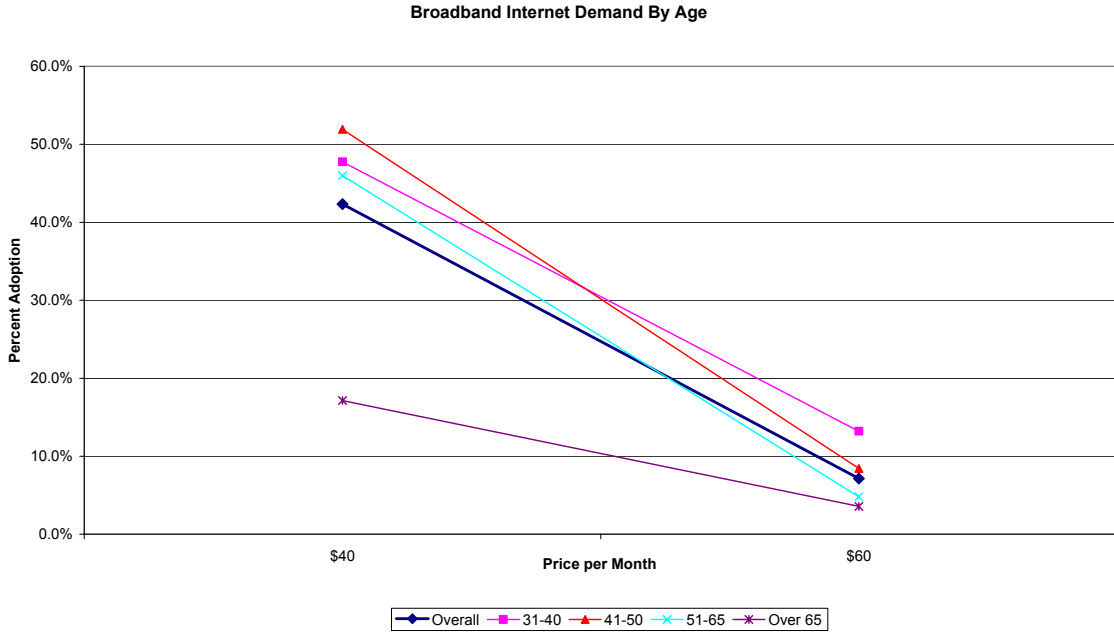


*4.4.2 MBN Internet Price Sensitivity*

The above MBN Internet access results was further segmented by age of the respondent to get a better idea of which population segments to target for provision of MBN broadband Internet services. The results are presented in the chart below. These are the “demand curves” for MBN broadband Internet service.

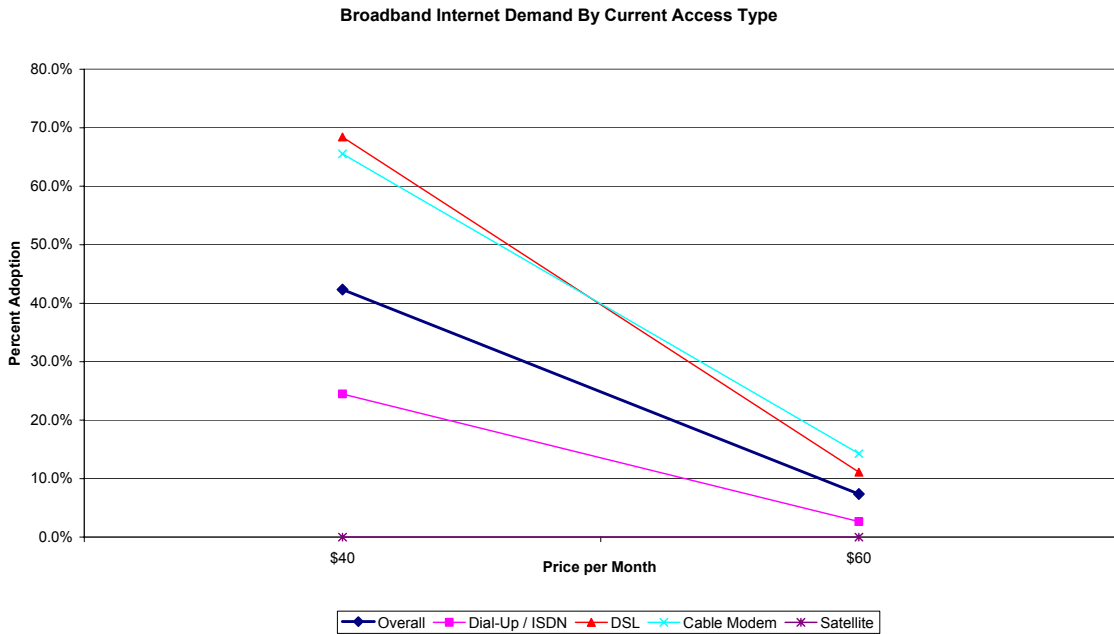
Two facts are very evident from the chart:

- There is a wide difference in interest in broadband Internet access across different age groups, varying from 52% amongst the 41-50 respondents to about 18% amongst the senior citizens of the town (over 65 years old) at the low end, at \$40 per month. The demand for Broadband Internet among the senior citizens of the Town is extremely weak.
- The demand for broadband Internet is very sensitive to the pricing. At \$40 per month, the overall demand is 42%, falling to 7% at \$60 per month. According to this trend, if broadband Internet access were offered at say \$50 per month, the estimated demand would be approximately 25%.



4.4.3 MBN Internet Adoption by Current Access Type

The MBN broadband demand was also segmented by the type of Internet access service that the respondents currently have, i.e., dialup, cable modem, DSL or satellite. This greatly helps to better understand to what extent the current users of dial-up and DSL/cable modem type services would switch to a much faster service offered by the MBN. The analysis was performed at the two price points of \$40 and \$60 per month. The results are shown in the chart below.



It is an extremely interesting observation that almost 70% of current cable modem and DSL users comprising 44% of the Town are likely to switch to the MBN level broadband service (10-100 Mbps) if the price were \$40 per month. Again, all segments of users are quite sensitive to the price of the broadband



service; for example, the percentage of current dial-up users who would want to switch to the MBN sharply declines from about 25% at \$40/month to less than 5% at \$60/month. The price sensitivity is sharper for current cable modem users, declining from 67% at \$40/month to 14% at \$60/month.

**4.5 MBN Video Services**

**4.5.1 MBN Video Adoption Rates**

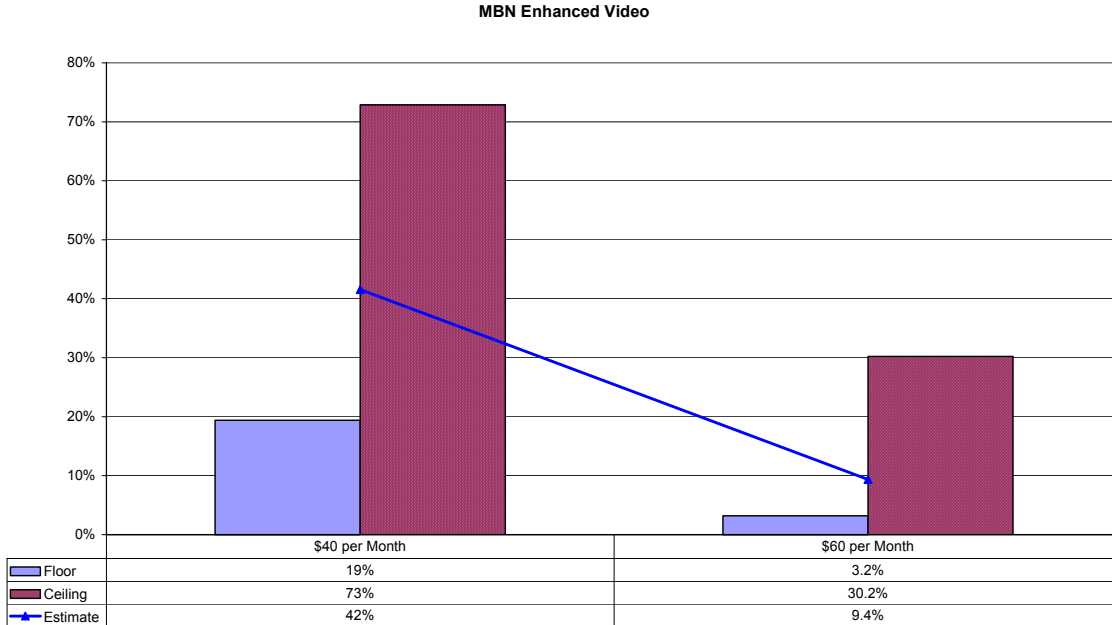
The respondents were asked the question how likely they would switch to enhanced video services on the MBN that would provide dozens of channels of programming. The survey asked this question at the two different price points, \$40/month and \$60/month, in two different forms of questionnaires. The results are shown below. The table below shows the results at the \$40 price point. The percentages in the Valid Percent column indicate the proportion of households responding with the respective affirmative or negative reaction. The results are favorable, with 41% likely or very likely to switch.

<b>12. Would you be willing to pay \$40 per month for high quality cable TV with dozens of channels for news, sports, music and movies?</b>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Definitely Not</i>	57	7.6%	15.8%	15.8%
	<i>Unlikely</i>	41	5.5%	11.4%	27.1%
	<i>Possibly</i>	113	15.1%	31.3%	58.4%
	<i>Likely</i>	80	10.7%	22.2%	80.6%
	<i>Definitely Yes</i>	70	9.3%	19.4%	100.0%
	<i>Total</i>	361	48.1%	100.0%	
<i>Missing</i>	<i>Errors</i>	389	51.9%		
<i>Grand Total</i>		750	100.0%		

The results at the price point of \$60 are shown below. Again, the Valid Percent column indicates the proportion of respondents with the affirmative or negative responses. The results show a very weak market base at this higher price, with only about 9% likely or very likely to accept the new service at \$60/month.

<b>12. Would you be willing to pay \$60 per month for high quality cable TV with dozens of channels for news, sports, music and movies?</b>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Definitely Not</i>	172	22.9%	46.0%	46.0%
	<i>Unlikely</i>	89	11.9%	23.8%	69.8%
	<i>Possibly</i>	78	10.4%	20.9%	90.6%
	<i>Likely</i>	23	3.1%	6.1%	96.8%
	<i>Definitely Yes</i>	12	1.6%	3.2%	100.0%
	<i>Total</i>	374	49.9%	100.0%	
<i>Missing</i>	<i>Errors</i>	376	50.1%		
<i>Grand Total</i>		750	100.0%		

The “floor” or minimum potential market for enhanced video services on the MBN was established as those respondents who answered “Definitely Yes”. The “ceiling” or maximum potential market was defined as those who answered “Likely” and “Possibly” in addition. Merton, however, estimates the market potential as those respondents who answered “Definitely Yes” and “Likely”. The results of these estimates are presented below. The market for MBN video appears to be just about as substantial and robust as the MBN Internet market, holding good potential at the \$40/month price point. Also, the residents of the Town are extremely price sensitive to the price of their video services.

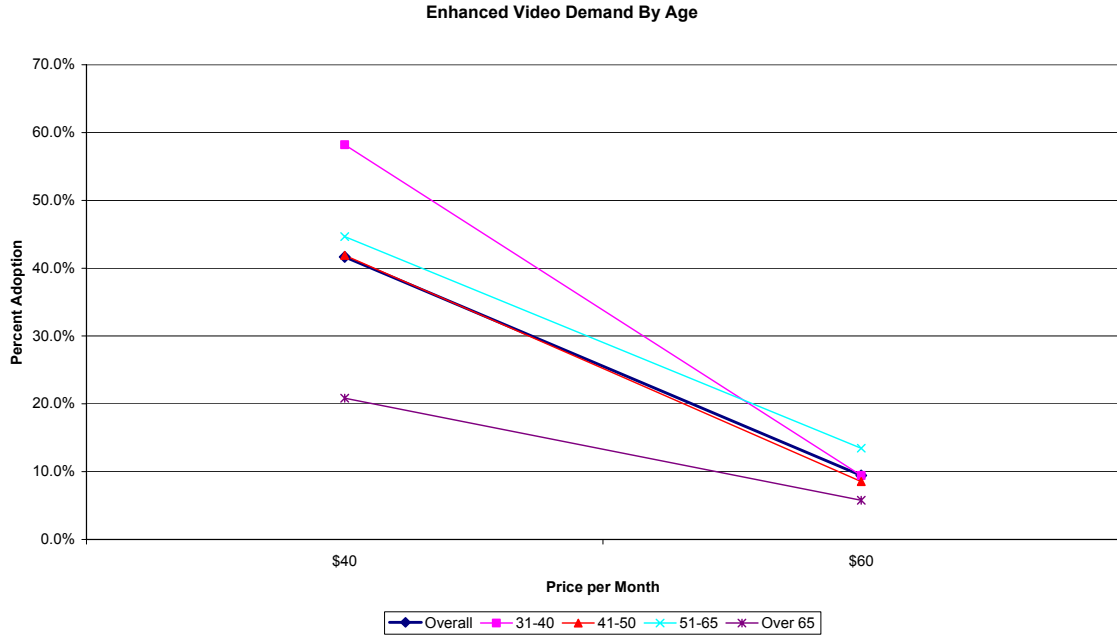


4.5.2 MBN Video Price Sensitivity

The above MBN video demand information was further segmented by age of the respondent to get a better idea of which population segments to target for provision of MBN video services. The results are presented in the chart below. These are the “demand curves” for MBN video.

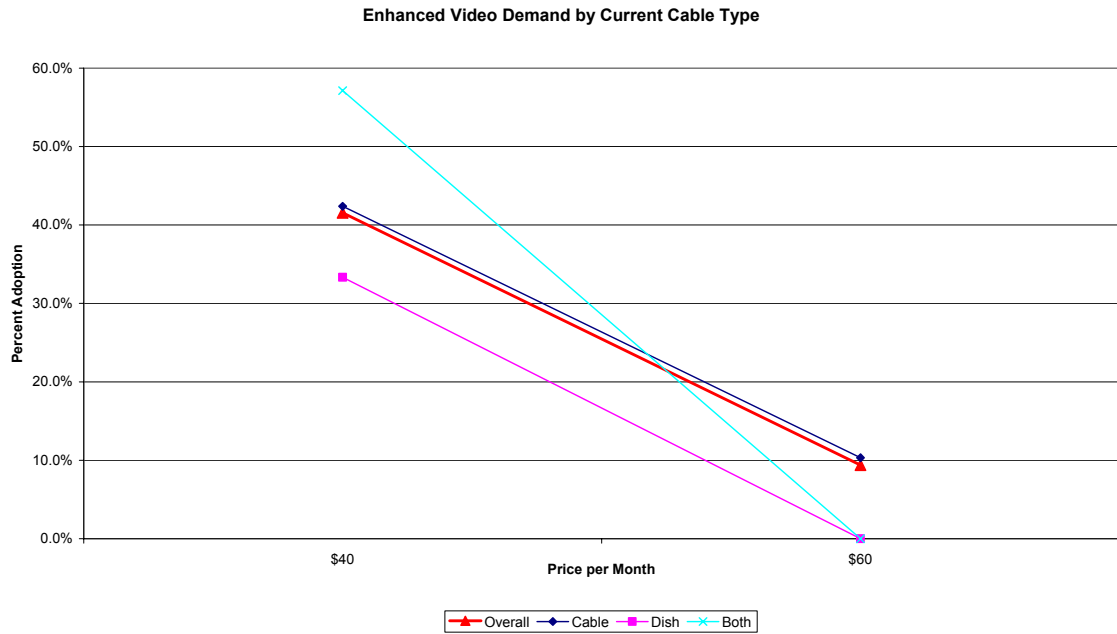
Two facts are very evident from the chart:

- There is a large variation in interest in enhanced video services across different age groups, varying from 59% amongst the 31-40 age group to about 21% in the over 65 age group on the low end, at \$40 per month.
- The demand for enhanced video is very sensitive to the pricing. At \$40 per month, the overall demand is 41%, falling to 9% at \$60 per month. According to this trend, if broadband Internet access were offered at say \$50 per month, the estimated demand would be approximately 26%.



4.5.3 MBN Video Adoption by Current Access Type

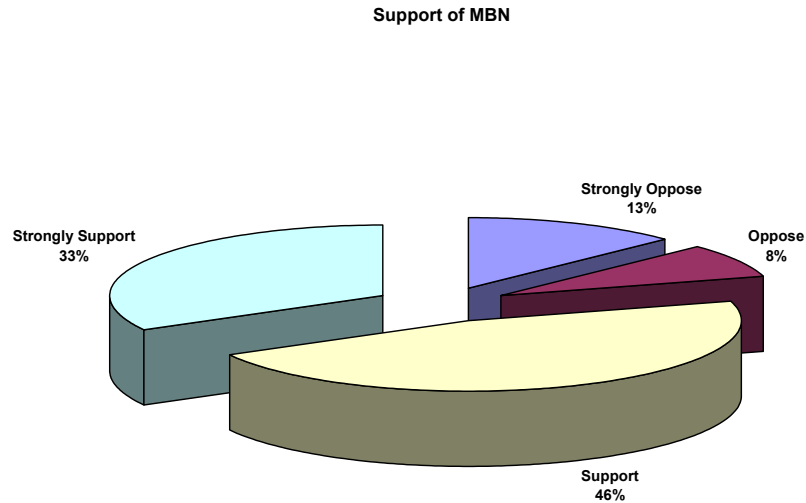
The demand for enhanced video services was also segmented by the type of cable/satellite service that the respondent currently subscribes to. The results are shown below.



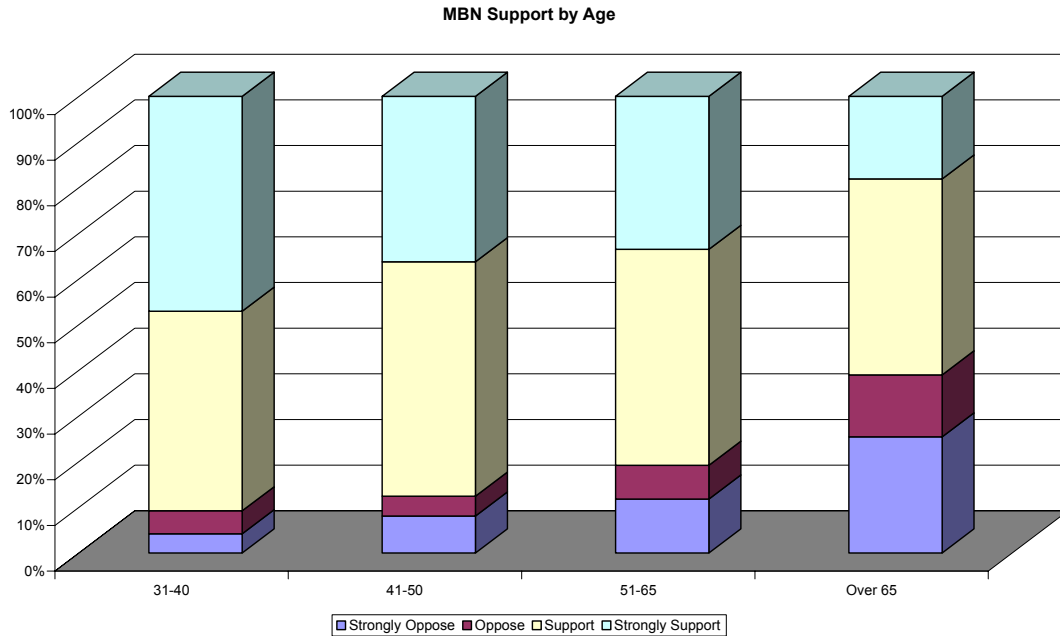
Clearly, there is a huge propensity for the current subscribers of both cable and satellite TV services to switch to MBN video at \$40/month. The current cable TV subscribers appear to be dissatisfied with either the quality of service or the price they are paying right now, and form the a willing segment of users to move to video services potentially offered on the MBN.

#### 4.6 MBN Support

To determine the predisposition of the citizens of Goffstown to a Town-built fiber facility, the survey asked the question to what extent the respondent would support or not support such an initiative by the Town *if it did not increase their taxes*. It appeared from the completed questionnaires that the driving factor behind the strong support, almost 80% of households, of such an initiative may have been the fact that the question specified that there would not be an increase in taxes as a result of the MBN. The survey did not ask the above question under the scenario of an increase in taxes as a result of the MBN.



The responses to the above question was further segmented by age of the respondent to better understand the segments of the population that the MBN needs to be marketed to more intensely. The results are shown below.



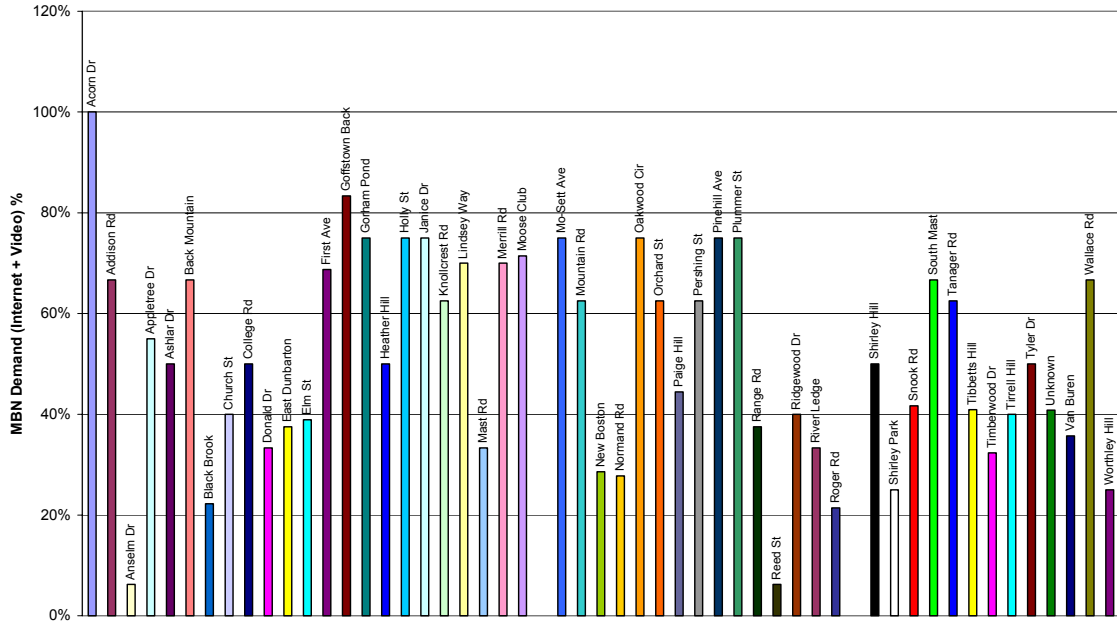
The results indicate that the strongest support for MBN comes from the 31-40 and 41-50 age groups, with 91% supporting or strongly supporting the initiative in each case. The significantly weaker support is from the senior citizens in the town, the 65 or above age group, with only 61% in support of MBN.

**4.7 MBN Demand by Street Location**

The survey also attempted to determine the number of households who are likely to switch to MBN Internet or video services by the location of their street in the Town. The respondents were asked to provide the name of the street on which they live (not their street address). Merton then cross-tabulated the street information with the demand data for MBN Internet and video services at both price points of \$40/month and \$60/month, and arrived at a metric of demand by street location. The metric for a given street simply measures the number of households on that street who are either likely or very likely to switch to MBN services at \$40/month as a percent of the number of households on that street who responded. Such results are expected to be useful in determining, or at least influencing, the initial and ongoing design of the buildout of the MBN in the Town.

The results of demand by street location from the survey are influenced by the number of households on a given street participating in the survey. Although the questionnaires were sent out by the Town to randomly selected households, some streets had many more households responding than did others; such a bias could potentially be eliminated by surveying every household on every street, not a cost-effective solution. In addition, there are significant differences in number of households on the various streets in the Town.

Notwithstanding the above, the results in the chart below give an idea for the geographical dispersion of MBN demand in Goffstown. In the interest of readability, the chart presents only those streets that had at least 4 households responding.



4.8 General Demographics

4.8.1 Age

The column “Valid Percent” represents the age distribution of the respondents.

1. What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 30	24	3.2%	3.2%	3.2%
	31-40	120	16.0%	16.2%	19.4%
	41-50	189	25.2%	25.4%	44.8%
	51-65	210	28.0%	28.3%	73.1%
	Over 65	200	26.7%	26.9%	100.0%
	Total	743	99.1%	100.0%	
Missing	Errors	7	0.9%		
Grand Total		750	100.0%		

4.8.2 Size of Household

2. How many people are there in your household?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	118	15.7%	15.9%	15.9%
	2	316	42.1%	42.6%	58.5%
	3	136	18.1%	18.3%	76.8%
	4	125	16.7%	16.8%	93.7%
	>=5	47	6.3%	6.3%	100.0%
	Total	742	98.9%	100.0%	
Missing	Errors	8	1.1%		
Grand Total		750	100.0%		

Based on the above data, the average size of a household in the Town is 2.6.

4.8.3 *Personal Computer Use*

<b>3. Do you use a personal computer at home?</b>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Do Not Use</i>	114	15.2%	15.3%	15.3%
	<i>Home Only</i>	369	49.2%	49.4%	64.7%
	<i>Home &amp; Business</i>	264	35.2%	35.3%	100.0%
	<i>Total</i>	747	99.6%	100.0%	
<i>Missing</i>	<i>Errors</i>	3	0.4%		
<i>Grand Total</i>		750	100.0%		

It is important to note that a fairly large percentage of households in Goffstown, about 35%, use a personal computer at home for both personal and business use. This is a significant factor suggesting that these households would derive substantial benefits from the MBN for broadband Internet as well as other enhanced services.

**5. EXHIBIT A: MARKET RESEARCH QUESTIONNAIRES**



Town of Goffstown, NH  
State of New Hampshire  
Information Technology Office

Dear Resident,

At this time, the options for High Speed Internet Access in Goffstown are AT&T/Comcast Cable Broadband, satellite dish, and DSL (phone) to select locations.

The Town continues to encourage competition and improved solutions for residents and businesses. We represent your interests to Verizon, AT&T Comcast, RCN and other entities. As part of that effort, we are asking you to complete the survey located below. Your response will be used to better understand the high speed Internet needs and desires of Goffstown residents.

Please return the completed survey in the enclosed self-addressed envelope by May 8<sup>th</sup>. Thank you for your response.

Street on which you live \_\_\_\_\_ Date \_\_\_\_\_

<i>Please answer the following questions by entering the choice number in the Response column</i>	<i>Response</i>
1. What is your age? [1] Below 30    [2] 31-40    [3] 41-50    [4] 51-65    [5] Above 65	
2. How many people are there in your household? [1] One    [2] Two    [3] Three    [4] Four    [5] Five or more	
3. Do you use a personal computer <u>at home</u> ? [1] Do Not Use    [2] Home Use Only    [3] Home & Business Use	
4. Do you have cable or dish television at home? [1] Yes - Cable TV    [2] Yes – Dish TV    [3] Both Cable & Dish    [4] Neither	
5. What kind of Internet access service do you have at home? [1] Telephone Dial-up / ISDN    [2] DSL    [3] Cable modem    [4] Satellite    [5] None	
6. Do you have a second phone line at home for your Internet connection? [1] Yes    [2] No    [3] Not Applicable	
7. Who is your Internet service provider at home? [1] AOL    [2] AT&T/Comcast    [3] MSN    [4] Verizon    [5] Some Other / N.A.	
8. How much do you pay now for your cable/dish TV service? [1] Less than \$50    [2] More than \$50    [3] Not Applicable	
9. What would you <u>most</u> like to see changed about your Internet service at home? [1] Faster Speed    [2] Cheaper Rates    [3] Better Service    [4] Not Applicable	
10. If you had a very high speed Internet connection, what would be the primary use of the Internet in your household, <u>other than email/chat</u> ? [1] Information    [2] Games    [3] Shopping/Banking    [4] Music/Video    [5] Not Applicable	
11. Would you switch to a very high speed Internet connection, <i>1000 times faster than your current service</i> , if it cost \$60 per month? [1] Definitely Not    [2] Unlikely    [3] Possibly    [4] Likely    [5] Definitely Yes	
12. Would you be willing to pay \$60 per month for high quality cable TV with dozens of channels of news, sports, music and movies? [1] Definitely Not    [2] Unlikely    [3] Possibly    [4] Likely    [5] Definitely Yes	
13. How would you feel about your town building a local fiber network to dramatically improve the speed, quality and choice in your Internet services, if it did not increase your taxes? [1] Strongly Oppose    [2] Oppose    [3] Support    [4] Strongly Support	
<b><i>Thank you for your time!</i></b>	

Town of Goffstown, NH  
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