

A G E N D A

AD HOC TV/INTERNET SURVEY TASK FORCE

REGULAR MEETING
FRIDAY, JUNE 28, 2019, AT 1:00 P.M.
BOARD ROOM- GATEWAY COMPLEX

1. MEETING CALLED TO ORDER: Adrian Byram, Chairman
2. ROLL CALL: Brown, Byram, Kelso, Lowe, Miller, and Squire
3. APPROVAL OF REPORT: Regular meeting of June 20, 2019 (Attachment)
4. RESIDENTS' FORUM
5. CHAIR'S REPORT
6. UNFINISHED BUSINESS
 - a. Selection of regular meeting date.
 - b. Review of 2015 survey. (Attachment)
 - c. Approval of research question.
 - d. Review draft questions
 - i. Are categories correct?
 - ii. Correct questions within each category?
 1. What is the purpose of this question-what will the Task Force do with his information?
 2. What type of answer is the Task Force looking for? (e.g. yes/no, scale)
 - e. Approval of survey tool.
 - f. Implement issues:
 - i. Individual/household survey
 - ii. Online vs paper
 - iii. Email recruitment options
 - iv. Presurvey publicity
7. NEW BUSINESS
8. ADJOURNMENT
9. NEXT MEETING: TBD

AB/dr

cc: GRF Board

AD HOC TV/INTERNET SURVEY TASK FORCE

REGULAR MEETING THURSDAY, JUNE 20, 2019, AT 9:30 A.M.

A regular meeting of the Ad Hoc TV/Internet Survey Task Force was convened by Robert D. Kelso, at 9:30 a.m. on Thursday, June 20, 2019, in the Vista Room at Hillside Complex.

Present in addition to Kelso, were Carl W. Brown, Adrian Byram, Howard Lowe, Rae Miller, and Peter Squire. Also attending was Timothy O'Keefe, CEO. Attendance

Brief remarks were made, including backgrounds, and motivations for joining the Task Force. Introductions

Description of Charter, noting that the Task Force purpose was changed by the GRF Board, omitting "whether residents' experiences with alternative vendors could lead to possible exploration of other vendors [than Comcast] who might be interest in GRF business". Charter

During the roadmap agenda line item, Mr. O'Keefe reported that the Comcast contract expires December 21, 2019, he then provided an overview of services, changes allowed in the contract, limits on negotiation, problems eventually resolved, and no guarantee of channels. Roadmap

Mr. Kelso then report that infrastructure is a problem; projected a month to develop survey questions, two to three weeks to refine questions, develop a sample survey, and possibly conduct the survey after Labor Day. Process to include information wanted; survey sections; number, kind of questions; adapt survey for online use; develop process for distributing paper surveys, limiting responses; conducting survey, deadline for completion; collate responses; and present to Board in late September or October.

On a motion made, seconded, and CARRIED UNANIMOUSLY, Adrian Byram was elected Chair of the Ad Hoc TV/Internet Survey Task Force. Election of Chair

On a motion made, seconded, and CARRIED UNANIMOUSLY, Peter Squire was elected Vice Chair of the Ad Hoc TV/Internet Survey Task Force. Election of Vice Chair

On a motion made, seconded, and CARRIED UNANIMOUSLY, Rae Miller was elected Secretary of the Ad Hoc TV/Internet Survey Task Force. Election of Secretary

Mr. Brown and Mr. Lowe to provide earlier surveys to help develop a new one: one from an earlier Rossmoor survey, another from Pelican Landing community in Florida. Question brainstorming session – Mr. Kelso to follow up with email of possible questions. Mr. Brown offered to check Wi-Fi coverage around Rossmoor. The Chair to set up a survey account and assign questions to be written. Survey Outline and Brain Storming

Mr. Kelso polled members for available days and times for the next Task Force Next Meeting meeting.

There being no further business, the meeting was adjourned at 11:30 a.m.

Adjourn-
ment

The next regular meeting of the Ad Hoc TV/Internet Survey Task Force will be held on Friday, June 28, 2019, at 1:00 p.m. in the Board Room at Gateway Complex.

Next Mtg
6/28/19

Adrian Byram, Chairman
Ad Hoc TV/Internet Survey Task Force

DRAFT



Rossmoor Resident Survey



July 2015

Conducted for The Broadband Group



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EXECUTIVE SUMMARY

INTRODUCTION

BW Research Partnership, Inc. (BW Research) and The Broadband Group (TBG) partnered to assist the Golden Rain Foundation (GRF) to better understand Rossmoor resident's attitudes and priorities related to Internet and cable television usage. BW Research conducted a random, stratified telephone survey of Rossmoor residents (n=428) from June 18 through the 26th, 2015, followed by a self-selected online and paper survey (n=341) of residents from June 29th to July 10th, 2015. These survey efforts provide both a representative (random telephone survey) measure of residents attitudes and priorities related to Internet and cable usage as well as a quantitative assessment of those residents who are more likely to be interested (self-selected online & paper survey) in issues related to Internet and cable usage both currently and in the future.

For more detail on the survey methodologies (Appendix A), results of the telephone survey (Appendix B), or the results of the self-selected online & paper surveys (Appendix C), please see the appendices at the end of the report.

KEY FINDINGS & CONCLUSIONS

BW Research offers the following key findings & conclusions from the study¹:

Differences between Age Groups Indicates Changing Internet Priorities for Rossmoor

The overall survey results indicate that Rossmoor's residents are largely connected to the Internet, with approximately 4 out of 5 (79%) respondents indicating they use a computer for getting information, shopping, or sending email and 84 percent of respondents indicating they live in a home at Rossmoor with Internet service. Overall results hide some considerable differences between different age cohorts that live within Rossmoor, both in terms of current Internet usage and related priorities. These differences include:

- **Use a computer, tablet or another device to watch movies, news or other shows in your home:** Just over one-third (36%) of Rossmoor residents indicated they used some type of computer device to watch movies, news or other shows at home but the differences were considerable by age group. **Over half (52%) of residents 69 years or younger used some type of device to watch**, while less than one in five (19%) residents 90 years old or older indicated they used a device to watch movies, news or other shows. Newer residents to Rossmoor, that have lived in the community for 9 years or less were more likely to use a device in this way (43%), compared to those Rossmoor residents that have lived in the community for 10 years or more (25%).

¹ Please note, all survey results referenced in the executive summary and body of the report are from the representative telephone survey unless otherwise noted.



- **Having Internet access in your home:** Only five percent of residents 69 years or younger have no Internet service in their home, while just over one-third (34%) of Rossmoor residents 90 years and older have no Internet service in their home.
- **Importance of accessing the Internet in home and other Rossmoor public spaces:** Over half (52%) of residents 69 years or younger indicated that having access to the Internet at your home and other Rossmoor public spaces was extremely important, while only 12 percent of Rossmoor residents 90 years and older shared that view.
- **Importance of improving the speed & reliability of Internet service in Rossmoor homes:** Over 40 percent (42%) of residents 69 years or younger indicated that improving Internet service was extremely important compared to less than 10 percent (9%) of Rossmoor residents 90 years and older.

Rossmoor residents 69 years old and younger currently represent about one in five or 20 percent of all residents in the community. They also provide a valuable approximation of what new and incoming Rossmoor residents will prefer over the next five years, as they go from representing one fifth of Rossmoor's residents to as much as one-third. Even without any changes to Internet behavior, which is highly unlikely, Rossmoor's residents will continue to use the Internet more with increasing bandwidth requirements and place a higher priority on accessing and improving the speed and reliability of that service throughout the community.

Who are the High Broadband Users & the Low Broadband Users in Rossmoor

Rossmoor's residents can be segmented into three general broadband use categories, based on the results of the survey. These three groups, include:

1. **High broadband users** represent 37 percent of Rossmoor's residents and placed a high priority on the ability to download audio-video files and/or the extreme importance of the speed of their Internet services. Over 60 percent (62%) of residents 69 years or older were categorized as high users, while only one quarter (25%) of residents 90 years and older were placed in this segment. Over half of those residents (55%) in the highest annual income category (\$100k annually before taxes) were in this group and almost half (47%) of those in the highest net worth category (\$1 million or more) were in this segment.
2. **Medium broadband users** represent about one-third of Rossmoor's residents and indicated the speed, reliability of their Internet service and or ability to download audio video files was at least important. Over 40 percent (41%) of residents in the middle net worth segment (\$500,000 to \$999,999) were classified in this group.
3. **Low to No broadband users** represent 31 percent of Rossmoor's residents and they generally placed a lower level of importance on the speed and reliability of their Internet service or they had no service at their home. Over half (56%) of residents 90 years and older were categorized in this group, along with over 40



percent (41%) of residents who have lived in Rossmoor 10 years or more. Over half (52%) of those who watch TV less than regularly fall into this category.

The purpose of this analysis is to better understand the differences between those Rossmoor residents that place a higher priority on strong broadband services compared to those who place little to no priority on these services.

Negotiating Internet & Cable Service for Rossmoor

One of the final questions in the survey asked respondents which direction they would prefer for Rossmoor's broadband communications services in the community. Almost two-thirds (64%) of respondents preferred an approach where Rossmoor negotiated a base-level of Internet and Cable service for all residents compared to an option where each resident can purchase as much or as little of these services even if it increases the total cost. The preference for a negotiated base-level service is stronger in self-selected survey results, which consists of individuals who are more likely to be interested in issues related to Internet and cable service; over 70 percent (71%) indicated their preference for the base-level option. The preference becomes even stronger when we look at those residents 69 years and older (77% vs. 19%).

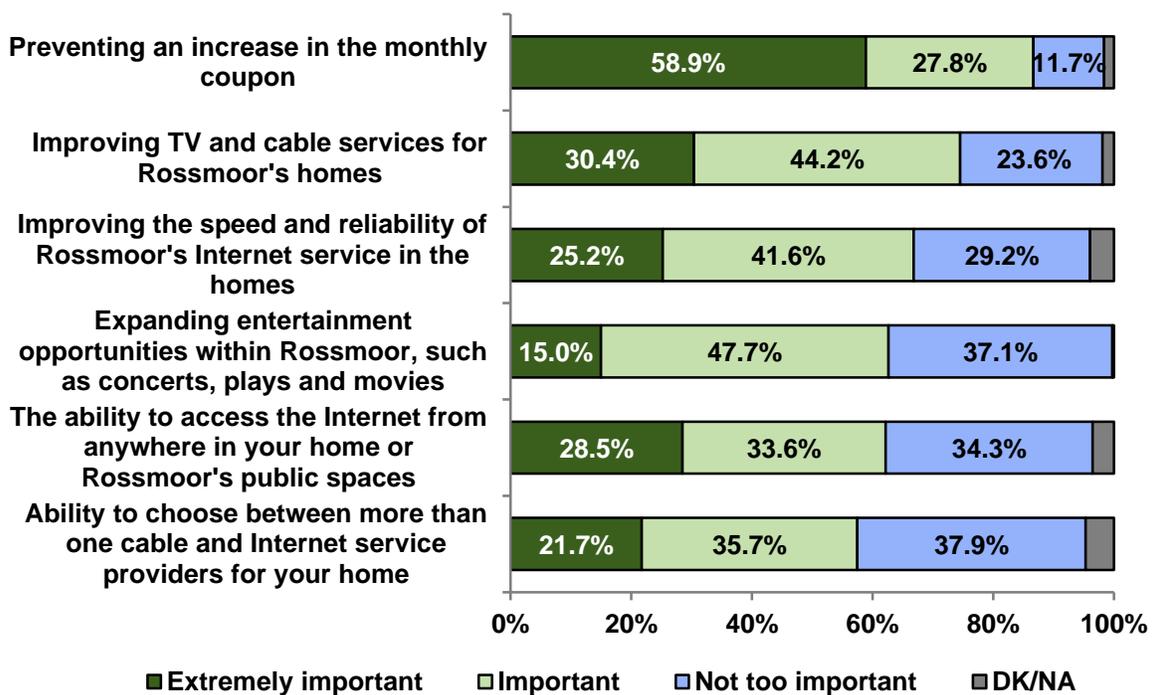
Overall survey results could also guide future negotiations for Rossmoor, as residents indicated a higher priority for Internet reliability above overall cost of service, speed of service, and the ability to download audio-video files. All age groups placed their highest priority on reliability, however younger residents (69 years old and younger) placed the speed of service as important as the overall cost of service. These results indicate that negotiations should emphasize the need to find providers that can maintain high reliability even in an environment that is seeing increasing demand for bandwidth, while also recognizing issues related to speed and expanded functionality will likely become more important to Rossmoor residents over time.



ISSUES OF IMPORTANCE

Rossmoor residents were asked whether various issues related to the community were “Extremely important,” “Important,” or “Not too important.” Nearly three in five residents surveyed over the phone (59%) indicated that preventing an increase in the monthly coupon was “Extremely important” (87% felt that it was at least “Important”). Approximately three quarters of residents said that improving TV and cable services for Rossmoor’s homes was important (30% “Extremely important” and 44% “Important”), followed by improving the speed and reliability of Rossmoor’s Internet service in the homes (25% “Extremely important” and 42% “Important”).

Figure 1: Resident Opinion on Importance of Different Issues



Based on an analysis of sub-groups, the following highlights provide greater detail on issues of importance to Rossmoor residents:

- Preventing an increase in the monthly coupon was more important for female residents when compared to their male counterparts; 64% of female residents felt it was “Extremely important” compared to 51% of males.
- Residents 90 years and over assigned less importance (36% said “Not too important”) to improving TV and cable services than the average 24%.
- More residents (32%) who have lived in the community less than 10 years find improving speed and reliability of Rossmoor’s Internet service “Extremely important” compared to the 18% who have lived there longer.

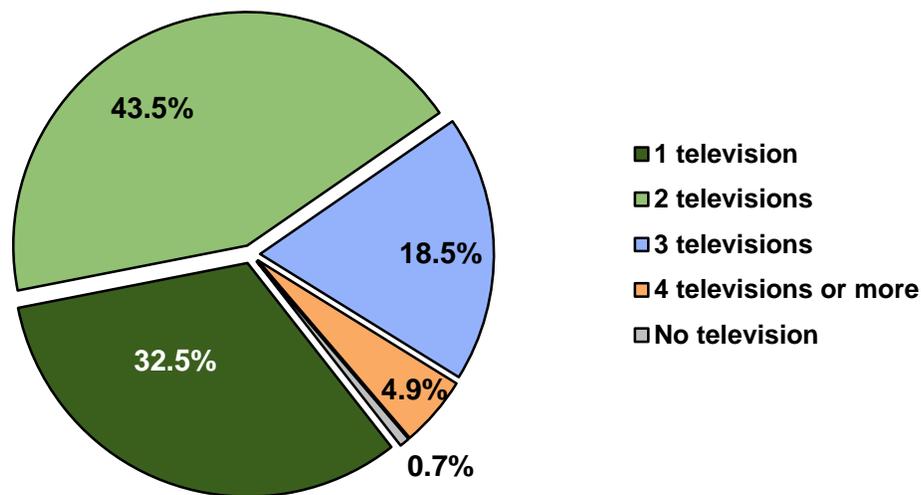


- Among self-selected survey respondents, nearly two-thirds reported that the ability to choose between more than one cable and Internet service provider was “Extremely important” (65%) as well as expanding entertainment opportunities within Rossmoor (63%).

TELEVISION SERVICE AND USAGE

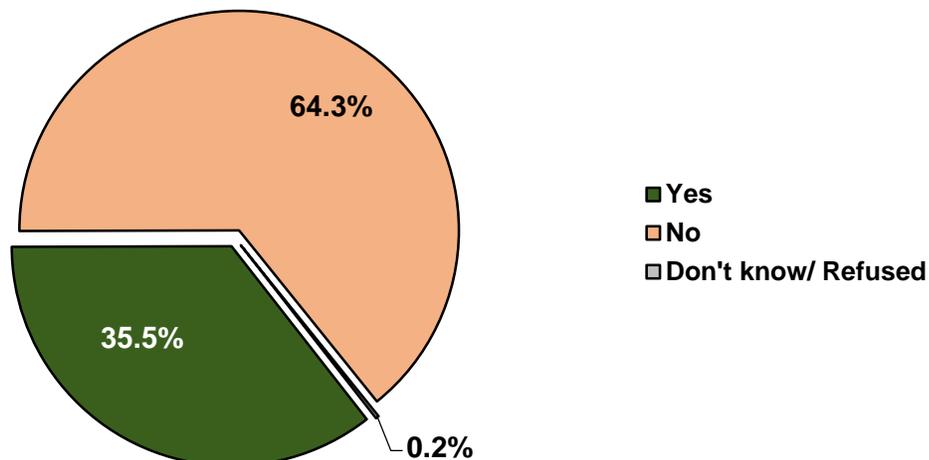
Nearly every Rossmoor resident that was surveyed had at least one television in their home (99%). Almost a third (32%) indicated that they owned one television, 43% owned two televisions, and just under a quarter (23%) had at least three televisions at their residence.

Figure 2: Number of Televisions in the Home



More than one-third of residents (36%) use a computer, tablet or another device to watch movies, news or other shows.

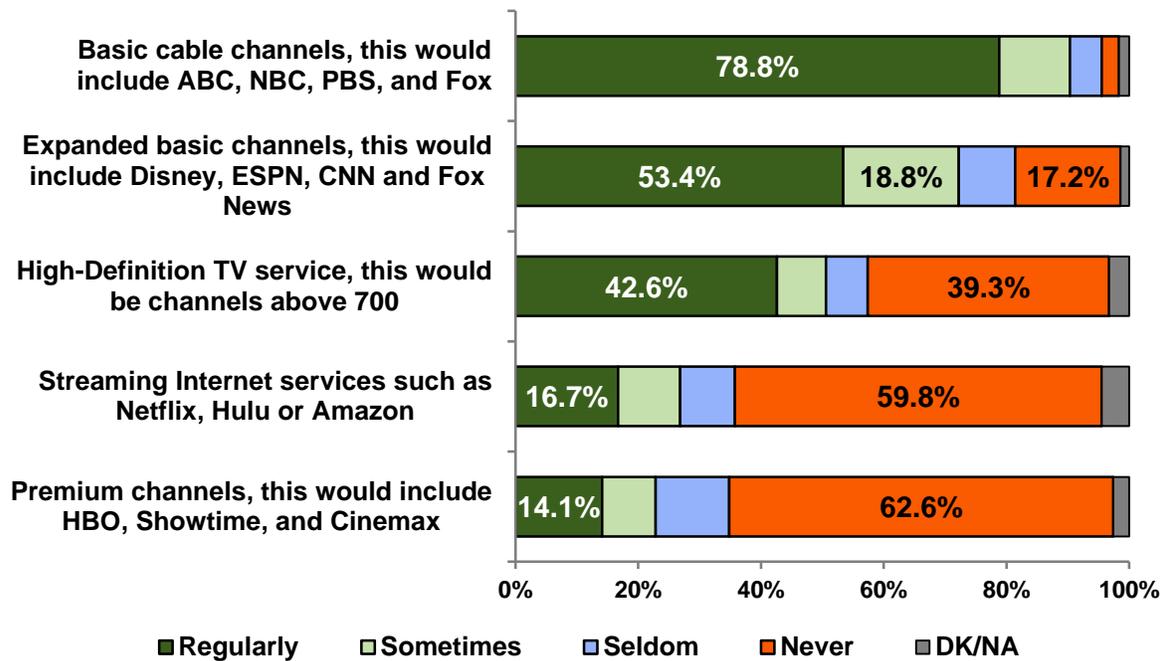
Figure 3: Use of Computer, Tablet or Other Device to Watch Movies, News or Other Shows





The majority of Rossmoor residents that own a television use their television(s) once a day or more to watch basic channels such as ABC, NBC, PBS, and Fox (79% “Regularly”) or view expanded channels such as Disney, ESPN, CNN, and Fox News (53% “Regularly”). Roughly three out of five residents “Never” utilize premium channels such as HBO, Showtime and Cinemax (63%) or stream Internet services such as Netflix, Hulu or Amazon (60%).

Figure 4: Use of Television for Services or Channels



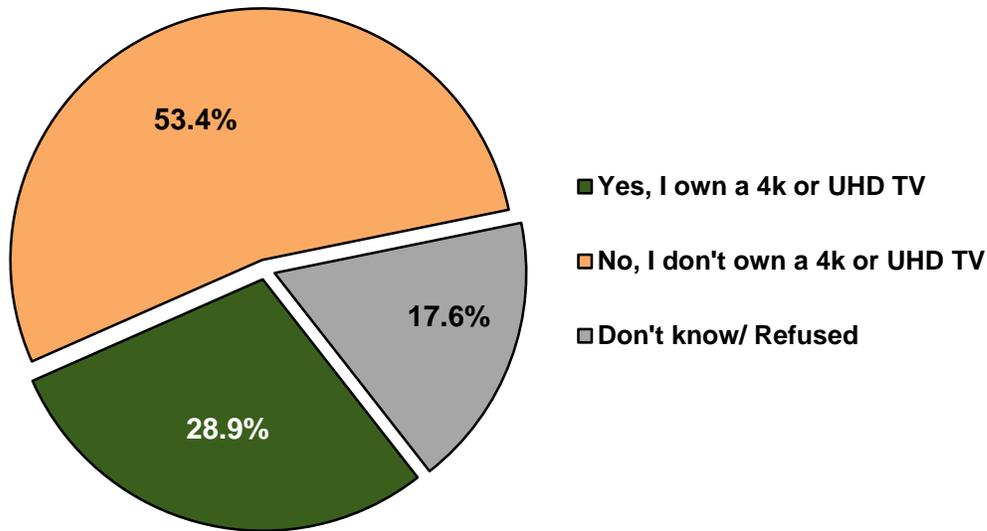
Based on an analysis of sub-groups, the following highlights provide greater detail on the use of television for services or channels by Rossmoor residents:

- Longer termed residents (15 years or more) were more likely than average to use basic cable channels “Regularly” such as ABC, NBC, PBS, and Fox (87%).
- Residents with household incomes \$100,000 or more reported viewing expanded basic channels such as Disney, ESPN, CNN, and Fox News once or more a day at a higher proportion than average (70% “Regularly”).
- More than half of residents with three or more televisions indicated that they use high-definition TV service at a greater rate compared to the average resident (53% vs. 43%).
- Nearly three-quarters (73%) of residents that have lived in the community for 15 years or more reported using premium channels such as HBO, Showtime and Cinemax “Never,” a higher proportion compared to the average (63%).



The majority of residents surveyed do not own a 4k or Ultra High Definition (UHD) television (53%), while 29% reported that they did. Nearly 18% of respondents were unclear whether the television(s) they owned was/were 4k or UHD. Of the residents that did not own or responded “Don’t know/ Refused,” only seven percent planned on purchasing a 4k or UHD television in the future.

Figure 5: Ownership of a 4k or Ultra High Definition (UHD) Television

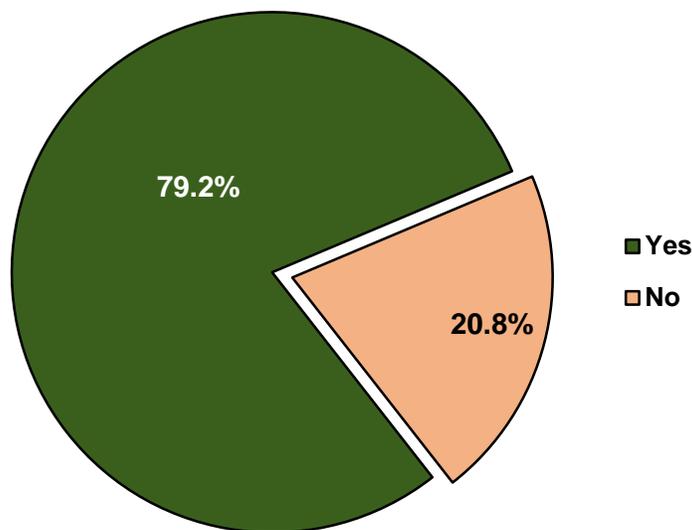




INTERNET SERVICE AND USAGE

Approximately four out of five residents (79%) indicated that they used a computer to access information, for shopping, or to send and receive email, while 84% had internet service at their Rossmoor home. Nearly two-thirds of survey respondents had service provided by Comcast (64%), 17% by AT&T U-verse, and four percent had service provided by another telecom company.

Figure 6: Use of a Computer to Access Information, for Shopping, or to Send and Receive Email



Based on an analysis of sub-groups, the following highlights provide greater detail on the Internet service at Rossmoor homes:

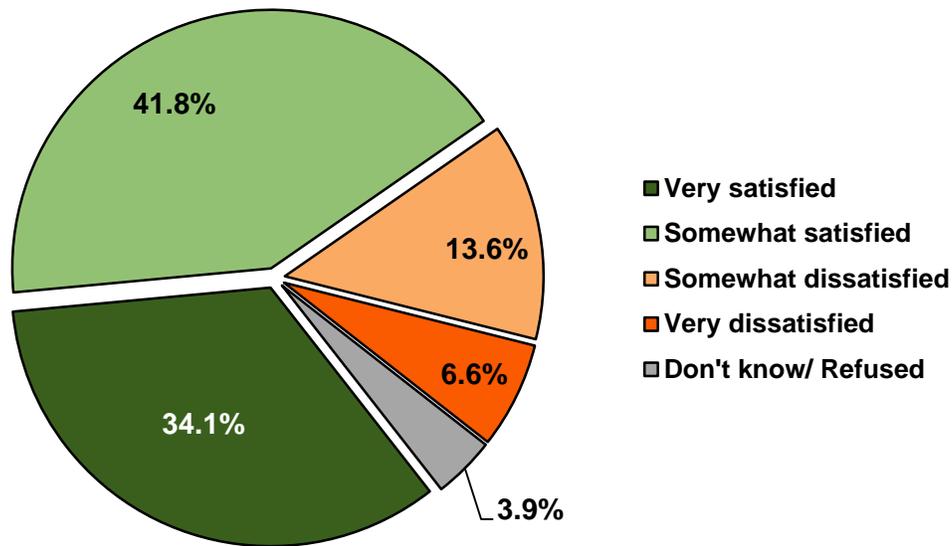
- Long-term residents at Rossmoor (15 years or more) were less likely to have Internet service in their home (67%) than average (84%).
- Residents that reported total annual household income below \$50,000 were less likely to have Internet service (81%) than those that reported income higher than \$50,000 (92%).
- Rossmoor residents between the ages of 60 and 79 were more likely to have Internet service (92%) than those over the age of 80 (73%).

- Nearly all (99%) of self-selected respondents use a computer to access information for shopping or to send and receive email.



Just over three-quarters (76%) of Rossmoor residents with Internet service in their homes were satisfied (34%: “Very satisfied”; 42%: “Somewhat satisfied”). The remaining residents surveyed were either “Somewhat dissatisfied” (14%), “Very dissatisfied” (7%), or didn’t know or offered no opinion (4% “Don’t know/ Refused”).

Figure 7: Overall Satisfaction with Internet Service

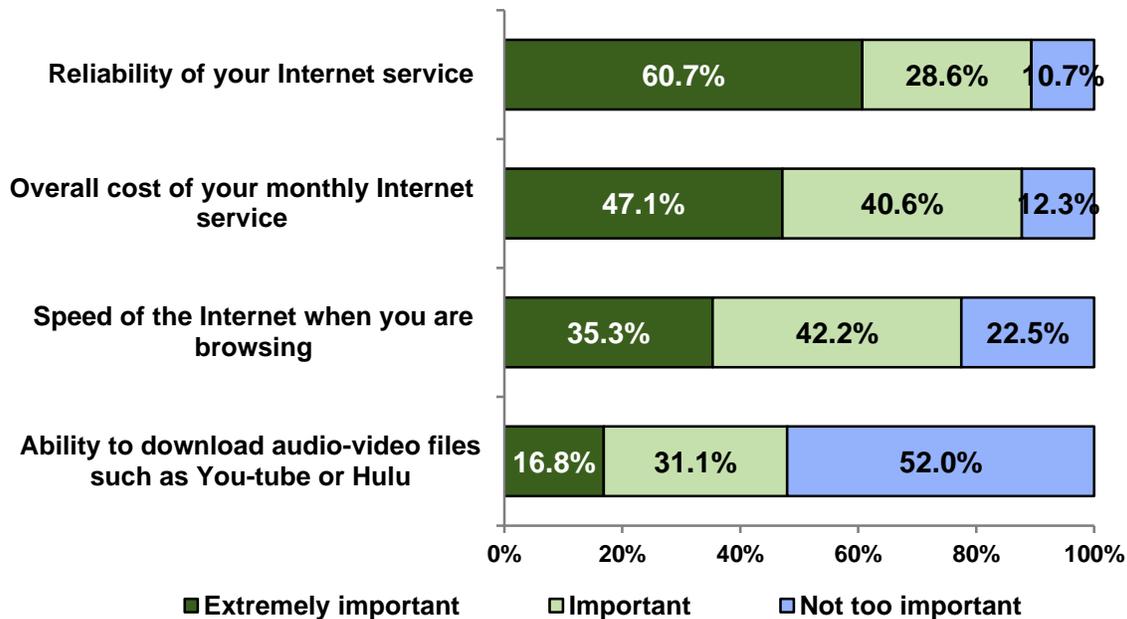


There were no significant differences in satisfaction levels between residents with Comcast, AT&T U-verse, or those with another Internet service provider.



The majority of residents that offered an opinion felt that the reliability of Internet service (61%: “Extremely important”; 29%: “Important”), overall cost of their monthly service (47%: “Extremely important”; 41%: “Important”), and speed of the Internet when they are browsing (35%: “Extremely important”; 42%: “Important”) were important. Over half of Rossmoor residents (52%) identified the ability to download audio-video files such as You-tube or Hulu as “Not too important.”

Figure 8: Importance of Aspects of Internet Service²



Based on an analysis of sub-groups, the following highlights provide greater detail on the importance of different aspects of Internet service for Rossmoor homes:

- Residents that indicated that they were “Very dissatisfied” with their overall Internet service were much more likely to say that the reliability of their Internet service was “Extremely important” than the average resident (92% vs. 61%).
- Long-term residents of Rossmoor (15 years or more) were more likely to respond “Not too important” when asked about the importance of Internet reliability (22%) compared to residents that have lived in the community for less than 15 years (7%).
- Overall cost of monthly Internet service was deemed more important by residents aged between 50 and 79 (96% overall importance) than those 80 years or older (78% overall importance).

² With responses of “Don’t know” or “Refused” excluded.



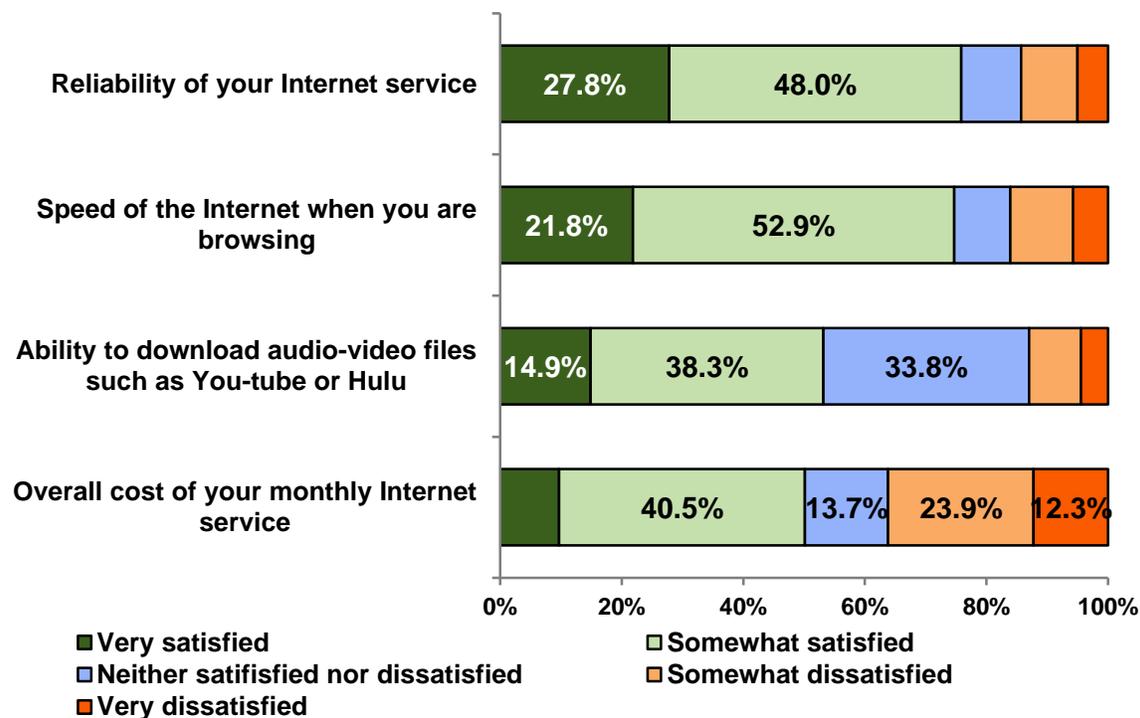
- Only 67% of self-selected respondents are satisfied with the internet service (19%: “Very satisfied” and 49% “Satisfied”).
- Conversely, over half of self-selected respondents find overall cost of monthly Internet service (86%), the ability to download audio-video files such as YouTube or Hulu (64%), and Internet speed (55%) “Extremely important”.



Approximately three quarters of residents commenting on the satisfaction of several aspects of Internet service were satisfied with the reliability of their Internet service (28%: “Very satisfied”; 48% “Somewhat satisfied”) and the speed of the Internet when they are browsing (22%: “Very satisfied”; 53%: “Somewhat satisfied”). Just over half of residents were satisfied with the ability to download audio-video files such as You-tube or Hulu (15%: “Very satisfied”; 38%: “Somewhat satisfied”) and the overall cost of their monthly Internet service (15%: “Very satisfied”; 38%: “Somewhat satisfied”).

More than one-third of residents offering an opinion (36%) were dissatisfied with the overall cost of their month Internet service (12%: “Very dissatisfied”; 24%: “Somewhat satisfied”), the highest reported dissatisfaction among aspects tested.

Figure 9: Satisfaction of Aspects of Internet Service³



Based on an analysis of sub-groups, the following highlights provide greater detail on the satisfaction related to different aspects of Internet service for Rossmoor homes:

- Residents with a reported total household income of less than \$49,999 were more likely to be “Very satisfied” (38%) with the reliability of their Internet service when compared to the average resident (28%).
- Overall satisfaction (“Very satisfied” and “Somewhat satisfied”) with overall cost of monthly Internet service was higher among residents that have lived at Rossmoor for 15 years or more (61%) compared to residents that have lived in the community for less than 15 years (48%).

³ With responses of “Don’t know” or “Refused” excluded.

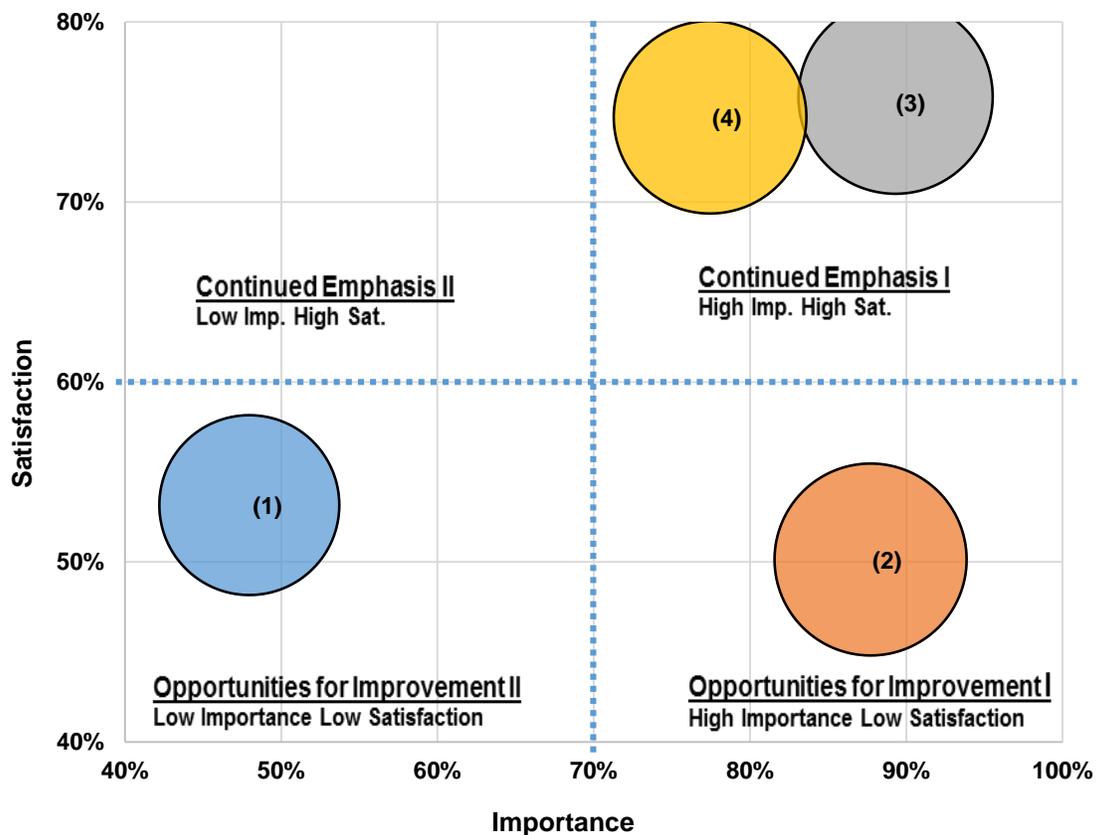


- Almost half of self-selected respondents are dissatisfied with the speed of Internet (25%: “Somewhat dissatisfied” and 21%: “Very dissatisfied”).
- A majority of self-selected respondents are satisfied with the overall cost of their monthly Internet service (23%: “Very satisfied” and 36%: “Somewhat satisfied”).



A cross-reference between resident defined importance and satisfaction creates a useful framework to determine opportunities for improvement. The following figure plots importance, response, and satisfaction by aspects of Internet service. The size of the bubbles reflects relative response from residents (the number of residents that responded to the question)⁴, while the four quadrants denote some combination of importance and satisfaction. The lower quadrants signify areas for improvement (high/low importance and low satisfaction), and the upper quadrants represent services and programs that have high satisfaction and high or low importance; these are areas for continued emphasis (**Error! Reference source not found.**). It is important to note that his analysis was done with “Don’t know” or “Refused” factored out. This provides an accurate representation of satisfaction and importance based on residents who have used these services.

Figure 10: Importance and Satisfaction of Aspects of Internet Service⁵



- (1) Ability to download audio-video files such as You-tube or Hulu
- (2) Overall cost of your monthly Internet service
- (3) Reliability of your Internet service
- (4) Speed of the Internet when you are browsing

⁴ Residents that did not select “Don’t know” or “Refused.”

⁵ Satisfaction includes “Very satisfied” and “Somewhat satisfied” and Importance includes “Extremely important” and “Important.”



Continued Emphasis I (High Importance-High Satisfaction)

Reliability of Internet service and the speed of the Internet when browsing were rated highly in both importance and satisfaction.

Opportunities for Improvement I (High Importance-Low Satisfaction)

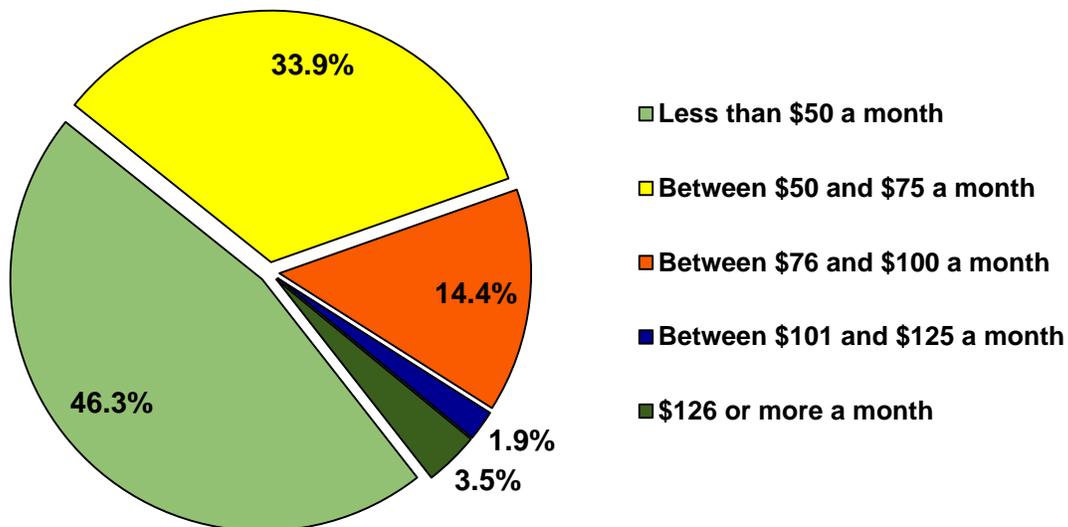
The overall cost of monthly Internet service is considered important by the vast majority of customers, but it received below average satisfaction ratings.

Opportunities for Improvement II (Low Importance-Low Satisfaction)

The ability to download audio-video files such as You-tube or Hulu received relatively low ratings in both importance and satisfaction among Rossmoor residents.

The largest proportion of residents (46%) that were aware of the price of their Internet service paid less than \$50 a month. Just over a third of these residents (34%) paid between \$50 and \$75 a month, and just over 14% paid between \$76 and \$100 per month of service.

Figure 11: Price of Internet Service⁶



Of those Rossmoor residents that were unable to recall the price paid for Internet services at their home or refused to answer, approximately 83% said that they had a bundled service package through a provider. The majority of residents with a bundled package paid more than \$75 a month for the grouped service (63%). Just under a third (30%) paid \$126 or more for a bundled service.

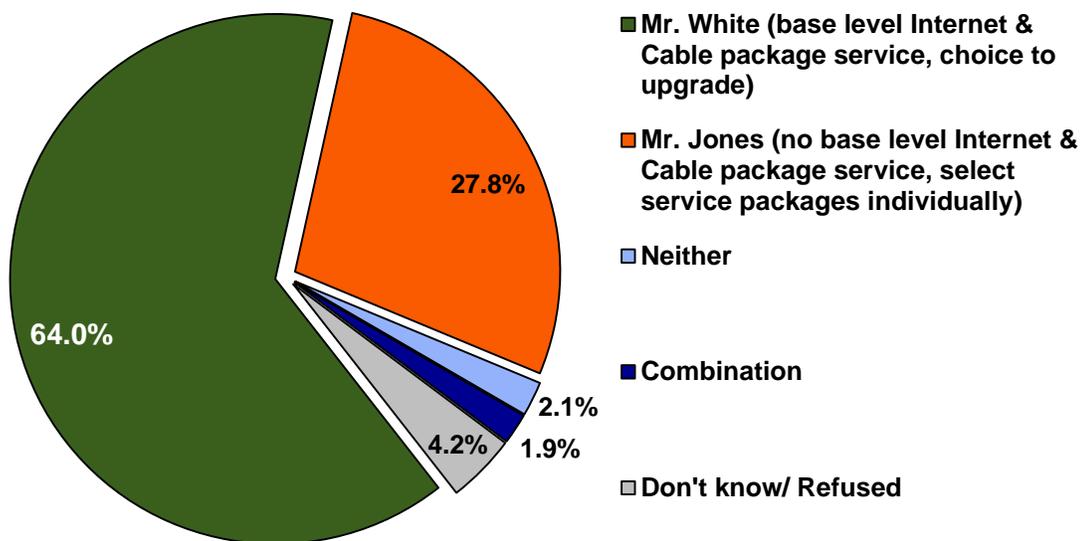
⁶ With responses of “Don’t know” or “Refused” excluded.



PREFERENCE FOR CABLE AND INTERNET PACKAGE

After determining satisfaction, use, importance, etc. for cable and Internet among Rossmoor residents, they were then asked for their preference for sample broadband or communication packages. Nearly two-thirds of residents surveyed (64%) said that they preferred a base level Internet and cable package with the choice of upgrade, while 28% of residents indicated that they preferred the ability to select individual packages at the outset. The remaining Rossmoor residents either preferred neither package (2%), a combination of the two packages (2%), or didn't know or offered no answer (4%).

Figure 12: Preference for Broadband or Communication Package from Scenario



Based on analysis of sub-groups, the following highlights provide greater detail on the preferences of Rossmoor residents for broadband or communications packages:

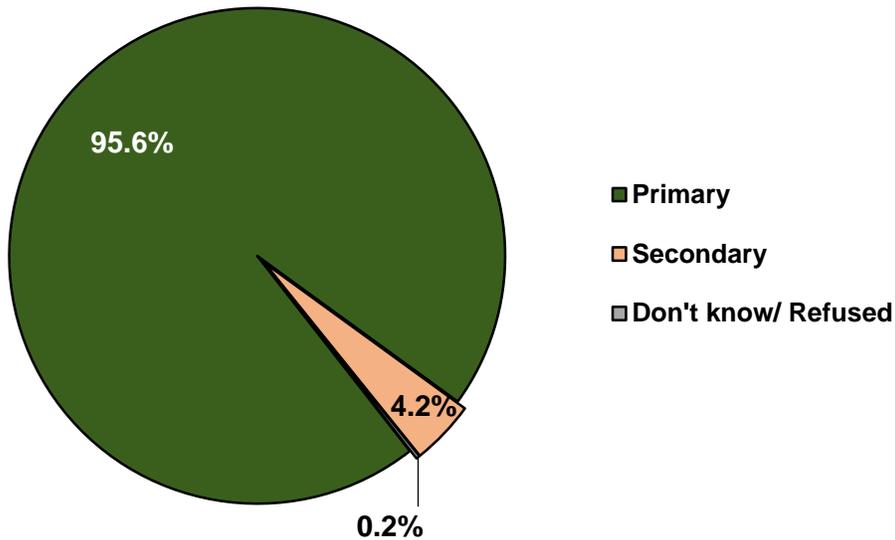
- Residents that were currently satisfied (“Very satisfied” and “Somewhat satisfied”) with Internet service at their Rossmoor home were more likely to side with a base level Internet and cable package than those that were dissatisfied overall (“Very dissatisfied” and “Somewhat dissatisfied”) with their current Internet service (70% vs. 59%).
- Older residents (90 years and older) were more likely to state their preference for the ability to select individual service packages (42%) when compared to the average resident (28%).
- Residents with a reported household net worth of \$249,999 or less were less likely to prefer the base level service package (53%) when compared to residents with a reported net worth of \$250,000 or more (73%).



DEMOGRAPHICS

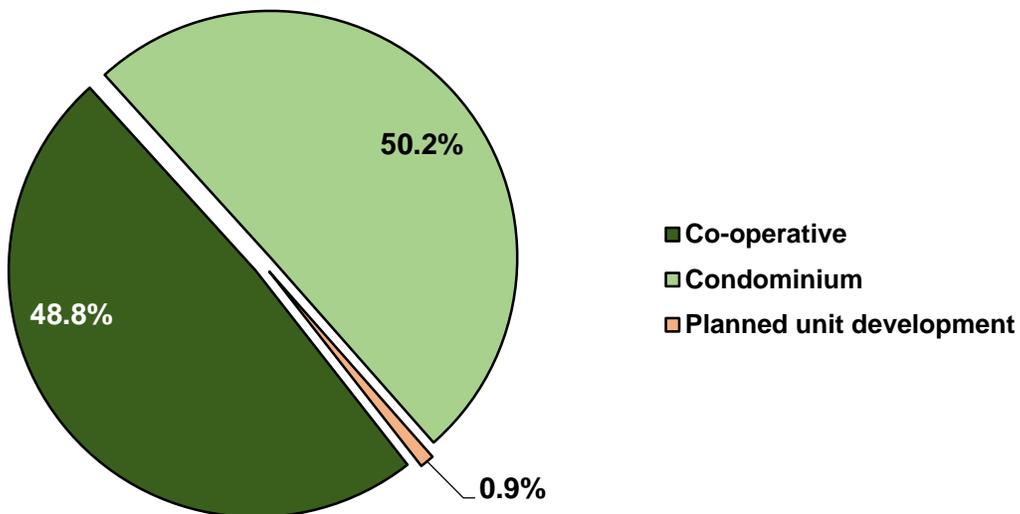
The vast majority of residents surveyed claim Rossmoor as their primary residence (96%).

Figure 13: Primary or Secondary Residence



The following chart displays the Rossmoor home type from the sample of surveyed residents for this study.

Figure 14: Home Type





Nearly nine out of ten residents surveyed did not work for pay (87%), while eight percent worked part-time and four percent were full-time workers.

Figure 15: Work for Pay Situation

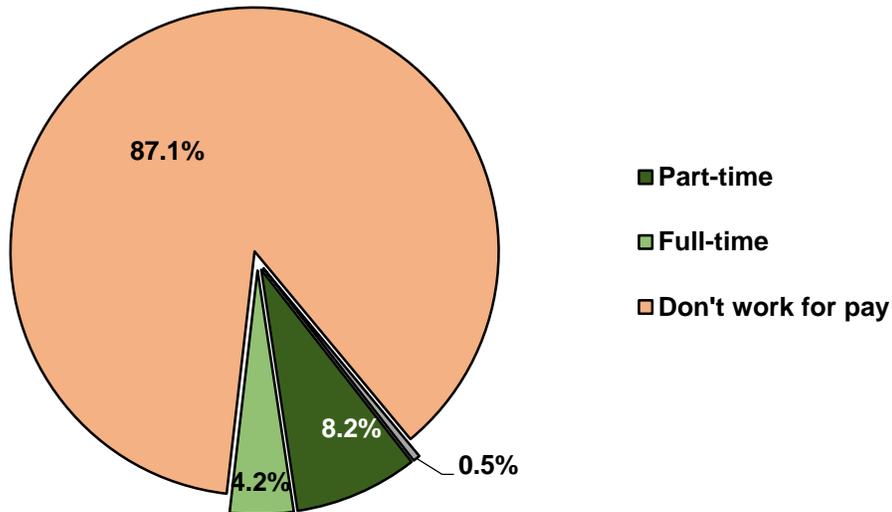
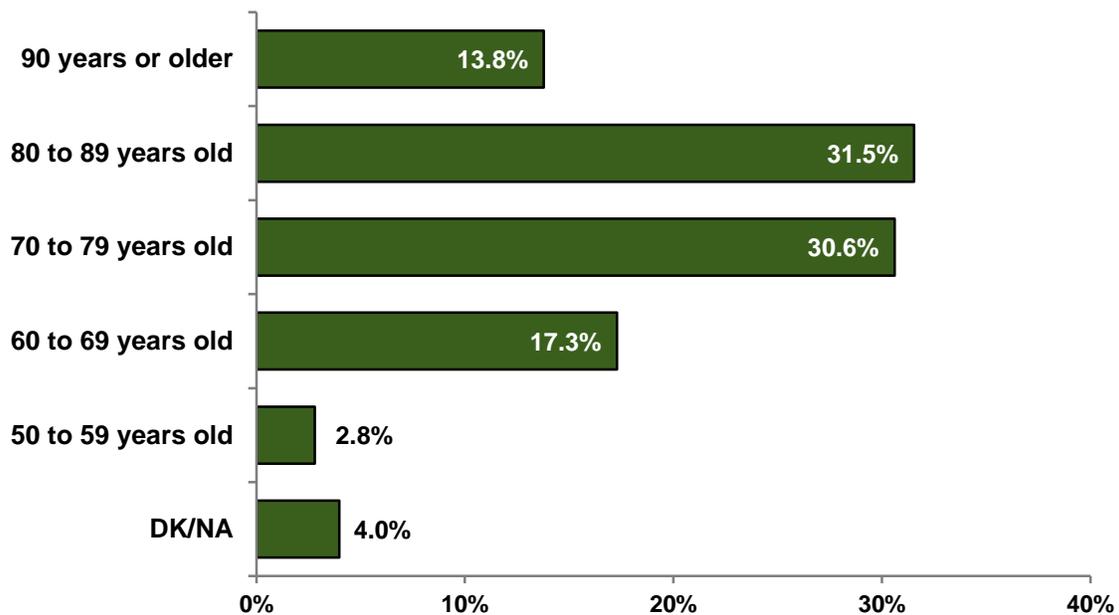


Figure 16 illustrates the distribution of residents surveyed by their reported age. The majority of residents were between the ages of 70 and 89 (62%).

Figure 16: Age





The figures on this page (Figure 17 and Figure 18) highlight the reported household income and net worth of resident survey respondents.

Figure 17: Household Income Before Taxes

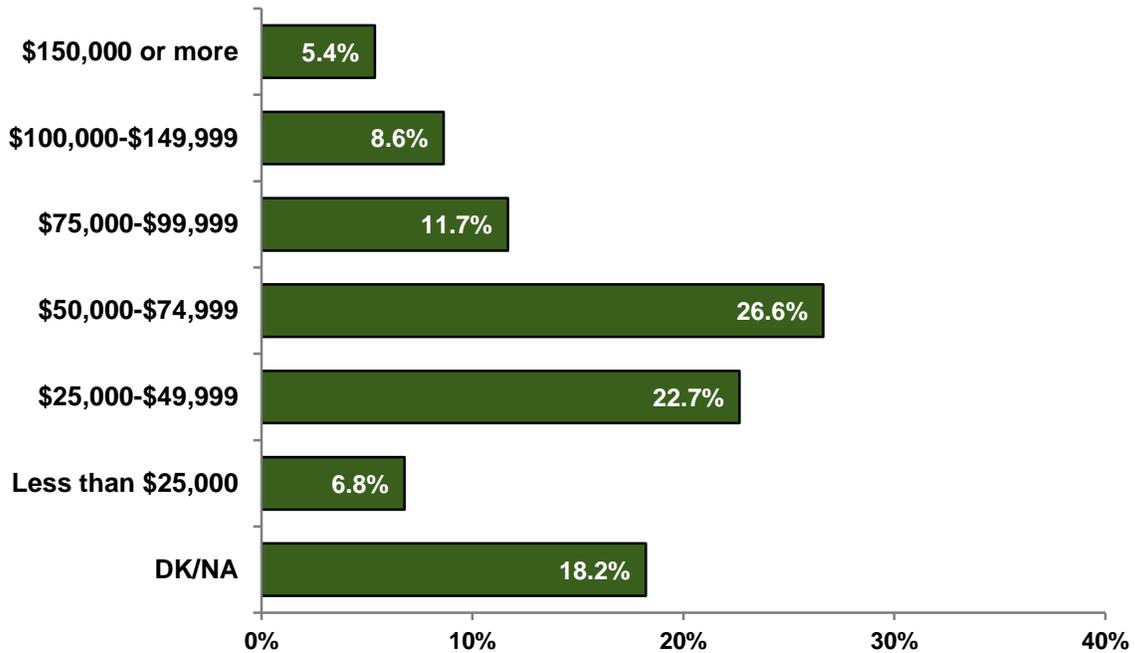
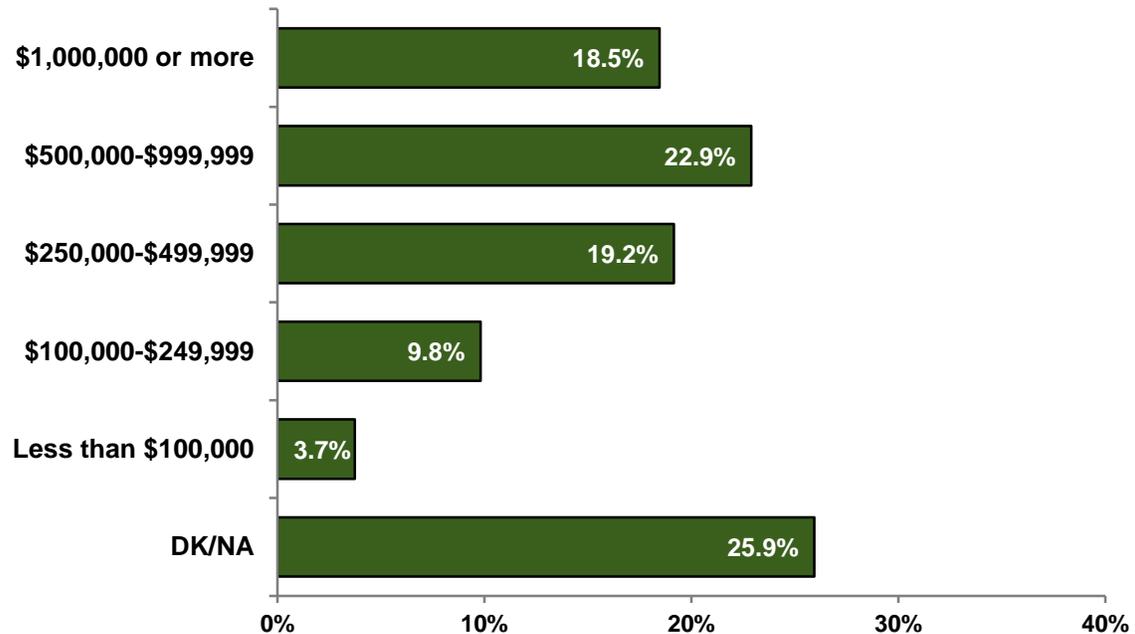


Figure 18: Household Net Worth





APPENDIX A: METHODOLOGY

The table below provides an overview of the methodology utilized for the project.

Table 1. Overview of Project Methodology

Method	Representative Resident Telephone Survey Self-Selected Online and Paper Resident Survey
Universe	Telephone Survey: 9,874 Residents within Rossmoor Online and Paper Survey: 9,874 Residents within Rossmoor
Number of Respondents	428 Residents Completed a Telephone Survey 341 Residents Completed a Self-Selected Survey (308 online, 33 on paper)
Average Length	Telephone Survey: 12 minutes Online Survey: 10 minutes
Field Dates	Telephone Survey: June 18 – June 26, 2015 Online and Paper Survey: June 29 – July 10, 2015

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research Partnership met with The Broadband Group and Rossmoor management determine the research objectives for the study. The main research objectives of the study were to:

- Identify importance of various issues for residents of Rossmoor;
- Determine usage, importance and satisfaction related to various aspects of television service at Rossmoor homes;
- Evaluate usage, importance and satisfaction with Internet service and elements of Internet service in the community, and
- Assess preference among residents for cable and Internet packages at Rossmoor.



DESIGN

Through an iterative process, BW Research worked closely with Rossmoor management and the Broadband Group to develop a questionnaire to be used for the telephone and online and paper surveys. In developing the instruments, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the surveys.

SAMPLING AND DATA COLLECTION

Telephone Survey of Residents

BW Research was provided a sample file of all residents within Rossmoor. The file was stratified and clustered by gender, age and home type to ensure a representative sample within the community.

Prior to beginning data collection, BW Research pre-tested the survey instrument to ensure that all the words and questions were easily understood by respondents.

Interviews were generally conducted from 5:00 pm to 8:00 pm Monday through Friday and 10:00 am to 2:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.

Self-selected Online and Paper Survey of Residents

BW Research programmed an online component and link for the resident survey to be completed by residents in the community. The research team also developed a paper version of the questionnaire for residents that did not wish to complete online. This component of the survey process represented a self-selected data collection method and was not necessarily representative of Rossmoor residents as a whole.



APPENDIX B: REPRESENTATIVE RESIDENT SURVEY (N=428)

Introduction:

Hello, may I speak with ___[PIPE IN NAME FROM SAMPLE]___. Hi, my name is _____ and I'm calling on behalf of the Golden Rain Foundation "Rossmoor". The Golden Rain Foundation has hired BW Research, an independent research firm, to conduct a survey of its residents as part of its community planning process and we would like to get your opinions. This should just take a few minutes of your time. [IF THAT NAME IS NOT AVAILABLE DO NOT COMPLETE SURVEY WITH OTHER RESIDENTS]

I assure you that we are an independent research agency and that all of your responses will remain strictly confidential.

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey will take less than 12 minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"

.....
 1. To begin with, how many years have you lived in Rossmoor? (Recoded into categories)

- 2.8% Less than 1 year
- 33.2% 1 to 4 years
- 22.2% 5 to 9 years
- 17.5% 10 to 14 years
- 24.1% 15 years or more
- 0.2% Don't know/ Refused



Next I would like to get your input on different issues facing Rossmoor.

- I'd like to ask about a number of issues facing your community. For each one, please tell me if you feel the issue is extremely important, important, or not too important.

Here's the (first/next) one _____ (READ ITEM): Do you feel this issue is extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	<u>Extremely important</u>	<u>Important</u>	<u>Not too important</u>	<u>(DON'T READ) Don't know/Refused</u>
A. Improving the speed and reliability of Rossmoor's Internet service in the homes	25.2%	41.6%	29.2%	4.0%
B. Preventing an increase in the monthly coupon	58.9%	27.8%	11.7%	1.6%
C. Improving TV and cable services for Rossmoor's homes	30.4%	44.2%	23.6%	1.9%
D. Expanding entertainment opportunities within Rossmoor, such as concerts, plays and movies	15.0%	47.7%	37.1%	0.2%
E. Ability to choose between more than one cable and Internet service providers for your home	21.7%	35.7%	37.9%	4.7%
F. The ability to access the Internet from anywhere in your home or Rossmoor's public spaces	28.5%	33.6%	34.3%	3.5%

Now, I would like to ask you about the technology services in your home?

- Do you have a television in your home? [GET ANSWER, IF YES FOLLOW UP WITH] How many do you have in your home?

99.3% Yes
0.7% No

(n=425)

32.7% 1 television
43.8% 2 televisions
18.6% 3 televisions
4.9% 4 or more televisions



4. Do you use a computer, tablet or another device to watch movies, news or other shows in your home?

35.5% Yes
64.3% No
0.2% Don't know/ Refused

5. Do you use a computer to access information, for shopping or to send and receive email?

79.2% Yes
20.8% No
0.0% Don't know/ Refused

6. Do you have internet service at your home in Rossmoor? [GET ANSWER, IF YES FOLLOW UP WITH] Is it provided by Comcast, AT&T U-verse or another provider?

64.0% Yes, and it is provided by Comcast
16.8% Yes, and it is provided by AT&T U-verse
3.5% Yes, and it is provided by another provider
14.5% No, do not have internet service at our Rossmoor home
1.2% Don't know/Refused

ASK Q7 IF Q6 = "Yes" OTHERWISE SKIP TO Q8

7. Overall, are you satisfied or dissatisfied with the internet service in your home? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n=361)

34.1% Very satisfied
41.8% Somewhat satisfied
13.6% Somewhat dissatisfied
6.6% Very dissatisfied
3.9% (DON'T READ) Don't know/ Refused



Now I would like to ask you about different aspects of your Internet service.

8. For each of the following aspects of Internet service, please tell me if you feel it is extremely important, important, or not too important.

Here's the (first/next) one _____ (READ ITEM): Is this extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	<u>Extremely important</u>	<u>Important</u>	<u>Not too important</u>	(DON'T READ) Don't know/ Refused
A. Ability to download audio-video files such as You-tube or Hulu	15.4%	28.5%	47.7%	8.4%
B. Overall cost of your monthly Internet service	43.9%	37.9%	11.4%	6.8%
C. Reliability of your Internet service	58.4%	27.6%	10.3%	3.7%
D. Speed of the Internet when you are browsing	33.6%	40.2%	21.5%	4.7%

w/ "Don't know/ Refused" removed

	<u>Extremely important</u>	<u>Important</u>	<u>Not too important</u>
A. Ability to download audio-video files such as You-tube or Hulu (n=392)	16.8%	31.1%	52.0%
B. Overall cost of your monthly Internet service (n=399)	47.1%	40.6%	12.3%
C. Reliability of your Internet service (n=412)	60.7%	28.6%	10.7%
D. Speed of the Internet when you are browsing (n=408)	35.3%	42.2%	22.5%



9. Now I'm going to read the same list of aspects of Internet service. For each one, please tell me how satisfied you are with each component.

Here's the (first/next) one _____, are you satisfied, dissatisfied or neither satisfied nor dissatisfied with it. (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n=361)

RANDOMIZE

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>	(DON'T READ) <u>Don't know/ Refused</u>
A. Ability to download audio-video files such as You-tube or Hulu	11.1%	28.5%	25.2%	6.4%	3.3%	25.5%
B. Overall cost of your monthly Internet service	9.4%	39.3%	13.3%	23.3%	11.9%	2.8%
C. Reliability of your Internet service	27.4%	47.4%	9.7%	9.1%	5.0%	1.4%
D. Speed of the Internet when you are browsing	21.1%	51.0%	8.9%	10.0%	5.5%	3.6%

w/ "Don't know/ Refused" removed

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>
A. Ability to download audio-video files such as You-tube or Hulu (n=269)	14.9%	38.3%	33.8%	8.6%	4.5%
B. Overall cost of your monthly Internet service (n=351)	9.7%	40.5%	13.7%	23.9%	12.3%
C. Reliability of your Internet service (n=356)	27.8%	48.0%	9.8%	9.3%	5.1%
D. Speed of the Internet when you are browsing (n=348)	21.8%	52.9%	9.2%	10.3%	5.7%



10A. Approximately how much do you pay a month for the Internet service at your Rossmoor home? (n=361)

- 33.0%** Less than \$50 a month
- 24.1%** Between \$50 and \$75 a month
- 10.2%** Between \$76 and \$100 a month
- 1.4%** Between \$101 and \$125 a month
- 2.5%** \$126 or more a month
- 28.8%** Don't know/ Refused

IF Q10A="Don't know/ Refused) OR RESPONDENT SPECIFICALLY MENTIONS BUNDLE, ASK Q10B

10B. Do you have a bundled service (internet, cable, phone) at your Rossmoor home? [IF YES] Approximately how much do you pay a month for the bundled service at your Rossmoor home? (n=86)

- 1.2%** Less than \$50 a month
- 9.3%** Between \$50 and \$75 a month
- 17.4%** Between \$76 and \$100 a month
- 15.1%** Between \$101 and \$125 a month
- 30.2%** \$126 or more a month
- 26.7%** Don't know/ Refused



Now, I want to ask more specifically about your television and cable service.

11. Now I'd like to know how often you use your television for the following services or channels. Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you regularly, sometimes, seldom, or never use the following services or channels when you watch television?

(If needed: Regularly is once a day or more, sometimes is once a week or more but less than once a day, and seldom is less than once a week, if you do not have the service just say never) (n=425)

RANDOMIZE

	<u>Regularly</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>(DON'T READ) Don't know/ Refused</u>
A. High-Definition TV service, this would be channels above 700	42.6%	8.0%	6.8%	39.3%	3.3%
B. Premium channels, this would include HBO, Showtime, and Cinemax	14.1%	8.7%	12.0%	62.6%	2.6%
C. Basic cable channels, this would include ABC, NBC, PBS, and Fox	78.8%	11.5%	5.2%	2.8%	1.6%
D. Expanded basic channels, this would include Disney, ESPN, CNN and Fox News	53.4%	18.8%	9.2%	17.2%	1.4%
E. Streaming Internet services such as Netflix, Hulu or Amazon	16.7%	10.1%	8.9%	59.8%	4.5%

12. Do you own a 4k or Ultra High Definition or UHD television?

- 28.9% Yes, I own a 4k or UHD TV
- 53.4% No, I don't own a 4k or UHD TV
- 17.6% Don't know/ Refused

[IF Q12="No" OR "Don't know/ Refused" ASK Q13 OTHERWISE SKIP TO Q14]

13. Do you plan on purchasing a 4k or UHD television? (n=305)

- 7.2% Yes, I plan on purchasing a 4k or UHD TV
- 67.5% No, I don't plan on purchasing a 4k or UHD TV
- 14.1% Not sure
- 11.1% Don't know/ Refused



14. Next, I'd like to read you the opinions of two hypothetical neighbors, Mr. White and Mr. Jones, who live in Rossmoor. These two neighbors disagree about Rossmoor's priorities for broadband and communications services in the community. As I read their opinions, please tell me which one is closer to your own opinion.

ROTATE ORDER

Mr. White believes that Rossmoor should negotiate with Internet and Cable service providers so that a base-level package of Internet and Cable service is available to all Rossmoor residents at the lowest price possible. Residents would have the ability to independently upgrade from that base-level to a higher tiered and higher cost package of Internet or Cable services.

Mr. Jones believes that each Rossmoor household should not be required to take a base-level package of Internet or Cable services. Instead, they should have the choice to purchase as little or as much Internet and Cable service as they like, even if it increases the total cost for those services.

Whose opinion is closer to your own? [REREAD DESCRIPTIONS OF EACH PERSON IF RESPONDENT HESITATES OR IS NOT CLEAR ON THEIR CHOICES]

- 64.0% **Mr. White [base level Internet & Cable package service, choice to upgrade]**
- 27.8% **Mr. Jones [no base level Internet & Cable package service, select service packages individually]**
- 2.1% **Neither**
- 1.9% **Combination**
- 4.2% **Don't know/ Refused**

To wrap things up, I just have a few background questions for statistical purposes only.

VII. Demographics

- A. Do you consider Rossmoor to be your primary or secondary residence?

- 95.6% **Primary**
- 4.2% **Secondary**
- 0.2% **Don't know/ Refused**



B. Do you currently work for pay either part-time or full-time?

- 8.2% Part-time**
- 4.2% Full-time**
- 87.1% Don't work for pay**
- 0.5% Don't know/ Refused**

C. In what year were you born 19__? (Recoded into categories)

- 2.8% 50 to 59 years old**
- 17.3% 60 to 69 years old**
- 30.6% 70 to 79 years old**
- 31.5% 80 to 89 years old**
- 13.8% 90 years or older**
- 4.0% Refused**

D. For statistical purposes only, please stop me when I come closest to describing your total household income before taxes. (If needed: This is the income you report on your tax return. Depending on your situation, it may include social security, alimony, pension income, and investment income.)

- 6.8% Less than \$25,000**
- 22.7% \$25,000-\$49,999**
- 26.6% \$50,000-\$74,999**
- 11.7% \$75,000-\$99,999**
- 8.6% \$100,000-\$149,999**
- 5.4% \$150,000 or more**
- 18.2% (DON'T READ) Don't know/ Refused**



E. Lastly, and again for statistical purposes only, please stop me when I come closest to describing your household's total net worth. (If needed: Your net worth is your assets minus your liabilities. For example, the value of your home, cash, retirement and real estate investments minus any debt, loans, or mortgages you owe.)

- 3.7% Less than \$100,000**
- 9.8% \$100,000-\$249,999**
- 19.2% \$250,000-\$499,999**
- 22.9% \$500,000-\$999,999**
- 18.5% \$1,000,000 or more**
- 25.9% (DON'T READ) Don't know/ Refused**

**Those are all of the questions I have for you.
Thank you very much for participating!**

F. Gender (Recorded from voice, not asked):

- 33.9% Male**
- 66.1% Female**

Housing situation from sample.

- 48.8% Co-operative**
- 50.2% Condominium**
- 0.9% Planned unit development**



APPENDIX C: SELF-SELECTED RESIDENT SURVEY (N=341)

Introduction:

Hello, may I speak with ___[PIPE IN NAME FROM SAMPLE]___. Hi, my name is _____ and I'm calling on behalf of the Golden Rain Foundation "Rossmoor". The Golden Rain Foundation has hired BW Research, an independent research firm, to conduct a survey of its residents as part of its community planning process and we would like to get your opinions. This should just take a few minutes of your time. [IF THAT NAME IS NOT AVAILABLE DO NOT COMPLETE SURVEY WITH OTHER RESIDENTS]

I assure you that we are an independent research agency and that all of your responses will remain strictly confidential.

(If needed): This is a study about issues of importance in your community – it is a survey only and we are not selling anything.

(If needed): This survey will take less than 12 minutes of your time.

(If the individual mentions the national do not call list, respond according to American Marketing Association guidelines): "Most types of opinion and marketing research studies are exempt under the law that congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"

.....
.....

1. To begin with, how many years have you lived in Rossmoor? (Recoded into categories)

0.9%	Less than 1 year
44.9%	1 to 4 years
27.3%	5 to 9 years
15.5%	10 to 14 years
10.6%	15 years or more
0.9%	Don't know/ Refused



Next I would like to get your input on different issues facing Rossmoor.

- I'd like to ask about a number of issues facing your community. For each one, please tell me if you feel the issue is extremely important, important, or not too important.

Here's the (first/next) one _____ (READ ITEM): Do you feel this issue is extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	<u>Extremely important</u>	<u>Important</u>	<u>Not too important</u>	<u>(DON'T READ) Don't know/ Refused</u>
A. Improving the speed and reliability of Rossmoor's Internet service in the homes	55.7%	29.6%	13.5%	1.2%
B. Preventing an increase in the monthly coupon	21.4%	42.8%	35.5%	0.3%
C. Improving TV and cable services for Rossmoor's homes	44.6%	32.0%	22.6%	0.9%
D. Expanding entertainment opportunities within Rossmoor, such as concerts, plays and movies	63.0%	19.4%	16.7%	0.9%
E. Ability to choose between more than one cable and Internet service providers for your home	65.4%	25.5%	7.9%	1.2%
F. The ability to access the Internet from anywhere in your home or Rossmoor's public spaces	40.8%	37.0%	21.4%	0.9%

Now, I would like to ask you about the technology services in your home?

- Do you have a television in your home? [GET ANSWER, IF YES FOLLOW UP WITH] How many do you have in your home?

98.5% **Yes**
1.5% **No**

(n=336)

33.3% **1 television**
41.1% **2 televisions**
19.9% **3 televisions**
5.1% **4 televisions or more**
0.6% **Don't know/ Refused**



4. Do you use a computer, tablet or another device to watch movies, news or other shows in your home?

77.4% Yes
22.6% No
0.0% Don't know/ Refused

5. Do you use a computer to access information, for shopping or to send and receive email?

98.8% Yes
1.2% No
0.0% Don't know/ Refused

6. Do you have internet service at your home in Rossmoor? [GET ANSWER, IF YES FOLLOW UP WITH] Is it provided by Comcast, AT&T U-verse or another provider?

78.9% Yes, and it is provided by Comcast
16.4% Yes, and it is provided by AT&T U-verse
3.5% Yes, and it is provided by another provider
0.9% No, do not have internet service at our Rossmoor home
0.3% Don't know/Refused

ASK Q7 IF Q6 = "Yes" OTHERWISE SKIP TO Q8

7. Overall, are you satisfied or dissatisfied with the internet service in your home? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n=338)

18.9% Very satisfied
48.5% Somewhat satisfied
21.0% Somewhat dissatisfied
11.2% Very dissatisfied
0.3% (DON'T READ) Don't know/ Refused



Now I would like to ask you about different aspects of your Internet service.

8. For each of the following aspects of Internet service, please tell me if you feel it is extremely important, important, or not too important.

Here's the (first/next) one _____ (READ ITEM): Is this extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	<u>Extremely important</u>	<u>Important</u>	<u>Not too important</u>	<u>(DON'T READ) Don't know/Refused</u>
A. Ability to download audio-video files such as You-tube or Hulu	63.6%	29.9%	5.6%	0.9%
B. Overall cost of your monthly Internet service	86.2%	12.6%	0.6%	0.6%
C. Reliability of your Internet service	46.0%	34.9%	18.2%	0.9%
D. Speed of the Internet when you are browsing	55.4%	39.9%	3.8%	0.9%

9. Now I'm going to read the same list of aspects of Internet service. For each one, please tell me how satisfied you are with each component.

Here's the (first/next) one _____, are you satisfied, dissatisfied or neither satisfied nor dissatisfied with it. (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (n=361)

RANDOMIZE

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither satisfied nor dissatisfied</u>	<u>Somewhat dissatisfied</u>	<u>Very dissatisfied</u>	<u>(DON'T READ) Don't know/Refused</u>
A. Ability to download audio-video files such as You-tube or Hulu	20.2%	37.2%	13.8%	16.1%	10.3%	2.3%
B. Overall cost of your monthly Internet service	22.9%	35.8%	12.0%	19.9%	8.5%	0.9%
C. Reliability of your Internet service	15.2%	37.2%	24.3%	9.4%	6.2%	7.6%
D. Speed of the Internet when you are browsing	9.7%	24.0%	19.1%	24.9%	21.1%	1.2%



10A. Approximately how much do you pay a month for the Internet service at your Rossmoor home? (n=338)

- 25.1% **Less than \$50 a month**
- 31.7% **Between \$50 and \$75 a month**
- 10.4% **Between \$76 and \$100 a month**
- 5.0% **Between \$101 and \$125 a month**
- 7.4% **\$126 or more a month**
- 20.4% **Don't know/ Refused**

IF Q10A="Don't know/ Refused) OR RESPONDENT SPECIFICALLY MENTIONS BUNDLE, ASK Q10B

10B. Do you have a bundled service (internet, cable, phone) at your Rossmoor home? [IF YES] Approximately how much do you pay a month for the bundled service at your Rossmoor home? (n=73)

- 2.7% **Less than \$50 a month**
- 13.7% **Between \$50 and \$75 a month**
- 15.1% **Between \$76 and \$100 a month**
- 21.9% **Between \$101 and \$125 a month**
- 32.9% **\$126 or more a month**
- 13.7% **Don't know/ Refused**



Now, I want to ask more specifically about your television and cable service.

11. Now I'd like to know how often you use your television for the following services or channels. Here's the (first/next) one: _____. (READ ITEM AND ASK:) Do you regularly, sometimes, seldom, or never use the following services or channels when you watch television?

(If needed: Regularly is once a day or more, sometimes is once a week or more but less than once a day, and seldom is less than once a week, if you do not have the service just say never) (n=425)

RANDOMIZE

	<u>Regularly</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>(DON'T READ) Don't know/ Refused</u>
A. High-Definition TV service, this would be channels above 700	75.6%	12.2%	4.8%	6.8%	0.6%
B. Premium channels, this would include HBO, Showtime, and Cinemax	54.5%	16.1%	11.6%	17.3%	0.6%
C. Basic cable channels, this would include ABC, NBC, PBS, and Fox	41.4%	19.9%	10.7%	27.7%	0.3%
D. Expanded basic channels, this would include Disney, ESPN, CNN and Fox News	65.5%	9.2%	5.1%	19.0%	1.2%
E. Streaming Internet services such as Netflix, Hulu or Amazon	20.5%	11.3%	10.1%	57.1%	0.9%

12. Do you own a 4k or Ultra High Definition or UHD television?

- 26.1% **Yes, I own a 4k or UHD TV**
- 63.6% **No, I don't own a 4k or UHD TV**
- 10.3% **Don't know/ Refused**

[IF Q12="No" OR "Don't know/ Refused" ASK Q13 OTHERWISE SKIP TO Q14]

13. Do you plan on purchasing a 4k or UHD television? (n=252)

- 18.7% **Yes, I plan on purchasing a 4k or UHD TV**
- 38.1% **No, I don't plan on purchasing a 4k or UHD TV**
- 37.3% **Not sure**
- 6.0% **Don't know/ Refused**



14. Next, I'd like to read you the opinions of two hypothetical neighbors, Mr. White and Mr. Jones, who live in Rossmoor. These two neighbors disagree about Rossmoor's priorities for broadband and communications services in the community. As I read their opinions, please tell me which one is closer to your own opinion.

ROTATE ORDER

Mr. White believes that Rossmoor should negotiate with Internet and Cable service providers so that a base-level package of Internet and Cable service is available to all Rossmoor residents at the lowest price possible. Residents would have the ability to independently upgrade from that base-level to a higher tiered and higher cost package of Internet or Cable services.

Mr. Jones believes that each Rossmoor household should not be required to take a base-level package of Internet or Cable services. Instead, they should have the choice to purchase as little or as much Internet and Cable service as they like, even if it increases the total cost for those services.

Whose opinion is closer to your own? [REREAD DESCRIPTIONS OF EACH PERSON IF RESPONDENT HESITATES OR IS NOT CLEAR ON THEIR CHOICES]

- 71.3% **Mr. White [base level Internet & Cable package service, choice to upgrade]**
- 13.2% **Mr. Jones [no base level Internet & Cable package service, select service packages individually]**
- 4.4% **Neither**
- 10.0% **Combination**
- 1.2% **Don't know/ Refused**



To wrap things up, I just have a few background questions for statistical purposes only.

VII. Demographics

G. Do you consider Rossmoor to be your primary or secondary residence?

- 95.0% Primary**
- 5.0% Secondary**
- 0.0% Don't know/ Refused**

H. Do you currently work for pay either part-time or full-time?

- 15.8% Part-time**
- 9.4% Full-time**
- 73.3% Don't work for pay**
- 1.5% Don't know/ Refused**

I. In what year were you born 19__? (Recoded into categories)

- 2.9% 50 to 59 years old**
- 33.4% 60 to 69 years old**
- 43.1% 70 to 79 years old**
- 15.2% 80 to 89 years old**
- 1.8% 90 years or older**
- 3.5% Refused**

J. For statistical purposes only, please stop me when I come closest to describing your total household income before taxes. (If needed: This is the income you report on your tax return. Depending on your situation, it may include social security, alimony, pension income, and investment income.) (n=339)

- 5.3% Less than \$25,000**
- 14.2% \$25,000-\$49,999**
- 10.0% \$50,000-\$74,999**
- 20.4% \$75,000-\$99,999**
- 19.2% \$100,000-\$149,999**
- 9.4% \$150,000 or more**
- 21.5% (DON'T READ) Don't know/ Refused**



K. Lastly, and again for statistical purposes only, please stop me when I come closest to describing your household's total net worth. (If needed: Your net worth is your assets minus your liabilities. For example, the value of your home, cash, retirement and real estate investments minus any debt, loans, or mortgages you owe.) (n=339)

- 1.2% **Less than \$100,000**
- 4.7% **\$100,000-\$249,999**
- 11.8% **\$250,000-\$499,999**
- 21.5% **\$500,000-\$999,999**
- 34.2% **\$1,000,000 or more**
- (DON'T READ) **Don't know/**
- 26.5% **Refused**

**Those are all of the questions I have for you.
Thank you very much for participating!**

L. Gender (Recorded from voice, not asked): (n=337)

- 44.2% **Male**
- 54.6% **Female**

Survey Source

- 90.3% **Web**
- 9.7% **Paper**