

JANUARY 2020 SURVEY OF FALMOUTH RESIDENTS SHOWS STRONG INTEREST FOR MORE COMPETITION AMONG INTERNET SERVICE PROVIDERS

In January of 2020, the Falmouth EDIC completed a telephone survey of Falmouth residents on the issues of internet services and usage in our community.

The EDIC's national consulting firm CCG used the phone lists from Falmouth's registered voter list database and was able to get completed surveys from 378 respondents. According to CCG the survey has an accuracy of about 95%.

Some of the highlight findings according to CCG:

- 88% of Falmouth survey respondents have traditional cable TV (79% with Comcast) vs. national average of just under 70%.
- Only 4.5% in Falmouth claimed to be cord cutters. Estimates are the 10% to 15% nationally. CCG predicted that more Falmouth homes will be dropping traditional Cable TV in the future.
- 60% of Falmouth respondents have landline telephones vs. 40% nationally.
- Falmouth residents reported an average of \$183 per month for triple play services whereas most communities average \$150/month.
- 26.5% of respondents said that somebody in the home uses the Internet to work from home.
- 51% of respondents experienced an outage in the last year; 45% reported outages of 1 day and 45% had outages of multiple days. 53% found these outages very inconvenient.
- 63% noticed slowdowns in the last year and 64% found the slowdowns annoying or bothersome.
- 27% are unhappy with download speeds, 33% are not happy with customer service, 36% are not satisfied with reliability.
- 70% of respondents support the idea of getting better internet access in Falmouth.
- 92% would like to see more competition; 79% would hope for lower pricing; 55% would hope for better reliability; 41% would hope for better customer service.
- 82% said that lower pricing from an alternative provider would make them consider changing; 59% would be motivated by better reliability.

CCG concluded that the driving force behind the positive responses in the Falmouth survey for a new network is a desire to see more competition. CCG reports that 97% of respondents would consider changing to a new network if it brought more competition to the market and that is the highest response that CCG has ever had to that question.

Using the Falmouth survey results, CCG has projected that a realistic 5 year target penetration of customers for an alternative broadband provider to be 61% which is the near the top end of results that CCG has observed for communities of Falmouth's size. Highest was 65% and typical range is 45% to 55%.

Based on these findings, the EDIC voted at its February 12th, 2020 meeting to proceed with the next phases of the study which will include an engineering and financial feasibility analysis. The study is expected to be completed in July of 2020.

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