

Cord Cutting – September 18, 2018

Cord cutting

QC1. We'd like to know a little bit about your household's telecommunications services – that is, television, internet, and phone service.

First, does your household currently subscribe to any of these services?

[ROWS – RANDOMIZE]

Internet

Television (cable or satellite)

Mobile phone

Home phone (i.e. landline)

[COLUMNS]

Yes, currently subscribe

Used to, but don't anymore

Have never subscribed to this service

[ASK THOSE WHO USED TO HAVE TV SERVICE, BUT DON'T ANYMORE]

QC2. You indicated that your household used to have cable or satellite television service, but doesn't anymore. What were your **main reasons** for cancelling your TV service? (Choose up to two)

[RANDOMIZE]

Wasn't using it much/nothing on I wanted to watch

Wasn't getting good value for the money

Couldn't afford it

Already getting most of my shows/movies online

[ANCHORED]Other, specify:

[ASK THOSE WHO USED TO HAVE LANDLINES, BUT DON'T ANYMORE]

QC3. You indicated that you used to have home phone service (a landline), but don't anymore. What were your **main reasons** for cancelling your home phone service?

[RANDOMIZE]

Wasn't using it – use my cell phone for everything

Wasn't getting good value for the money

I was getting too many unsolicited calls (telemarketers, etc.)

Couldn't afford it

[ANCHORED]Other, specify:

[ASK QC4 AND QC5 OF THOSE WHO CURRENTLY HAVE TV SERVICE]

QC4. You indicated that your household currently subscribes to cable or satellite television service. How would you describe the amount you currently pay for television service? Would you say it is:

Too expensive
About the right price
A good deal
Don't know

QC5. And, what are your views on “cord-cutting” – that is, canceling your television service altogether and instead using online streaming services such as Netflix for your home entertainment needs? How likely are you to do this? Are you:

Definitely going to do it
Probably going to do it
Probably not going to do it
Definitely not going to do it
Don't know/can't say

[ask those who say definitely/probably not going cut the cord]

QC5b. You've indicated you're unlikely to cancel your satellite or cable TV service altogether. In these cases, some people significantly reduce or cut back on the number of channels or TV packages they pay for. What about you personally? Thinking about your own TV package, are you:

Definitely going to do this
Probably going to do this
Probably not going to do this
Definitely not going to do this
I have already done this
Don't know/can't say

[ASK QC6 AND QC7 OF THOSE WHO CURRENTLY HAVE HOME PHONE SERVICE]

QC6. You indicated that your household currently subscribes to home phone service. How would you describe the amount you currently pay for this service? Would you say it is:

Too expensive
About the right price
A good deal
Don't know

QC7. And, what are your views on “cord-cutting” – that is, canceling home phone service altogether and instead using mobile phones for all your telephone needs? How likely are you to do this? Are you:

Definitely going to do it
Probably going to do it
Probably not going to do it
Definitely not going to do it
Don't know/can't say

[ask those who say definitely/probably not going cut the cord]

QC7b. You've indicated you're unlikely to cancel your home phone service altogether. In these cases, some people significantly reduce or cut back on the home phone options they might pay for, such as long distance, call waiting, etc. What about you personally? Thinking about your home phone service, are you:

- Definitely going to do this
- Probably going to do this
- Probably not going to do this
- Definitely not going to do this
- I have already done this
- Don't know/can't say

[ASK QC8 OF THOSE WHO HAVE NEVER SUBSCRIBED TO TELEVISION SERVICE]

QC8. You indicated that your household has never subscribed to television service. Which of the following, if any, do you use for video-based entertainment in your home? (Choose all that apply)

[RANDOMIZE]

- Netflix or other subscription streaming service
- YouTube or other free online video service
- Physical media (DVD/Blu Ray)
- [ANCHORED]Other, specify:
- [ANCHORED]None of these