



Powered by:
SEVEN
LETTER
INSIGHT

3/4 BELIEVE AI POSES A THREAT TO SECURITY.

This belief extends to all age groups.

QUESTION:

Do you believe that artificial intelligence poses a threat to your online security?

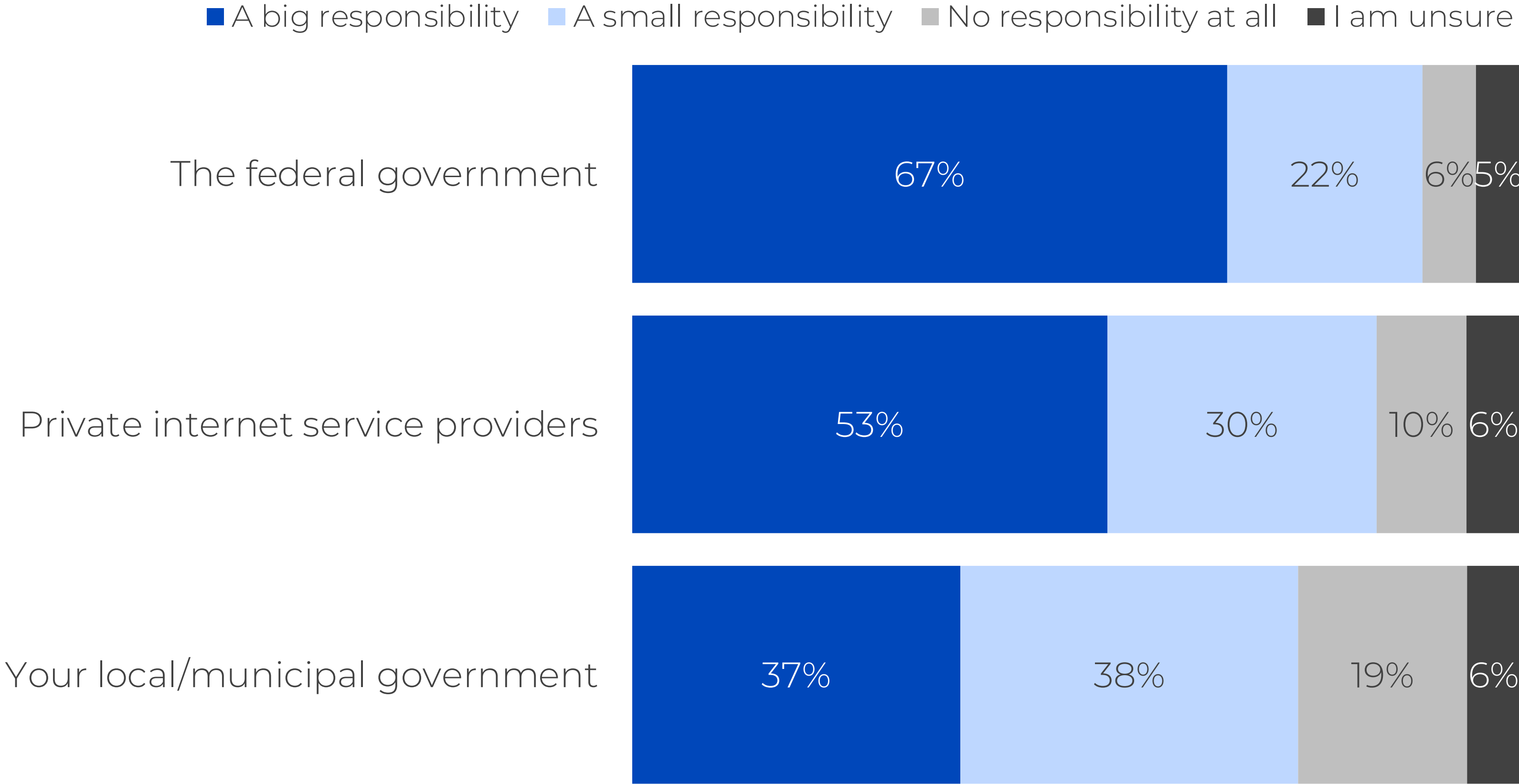


FEDERAL GOVT AND PRIVATE ISPS RESPONSIBLE FOR AI.

Majorities of respondents believe that both the federal government as well as private ISPs have a BIG responsibility when it comes to regulating AI.

QUESTION:

Please indicate whether you think each of the following groups has a **RESPONSIBILITY** to regulate Artificial Intelligence (AI)?

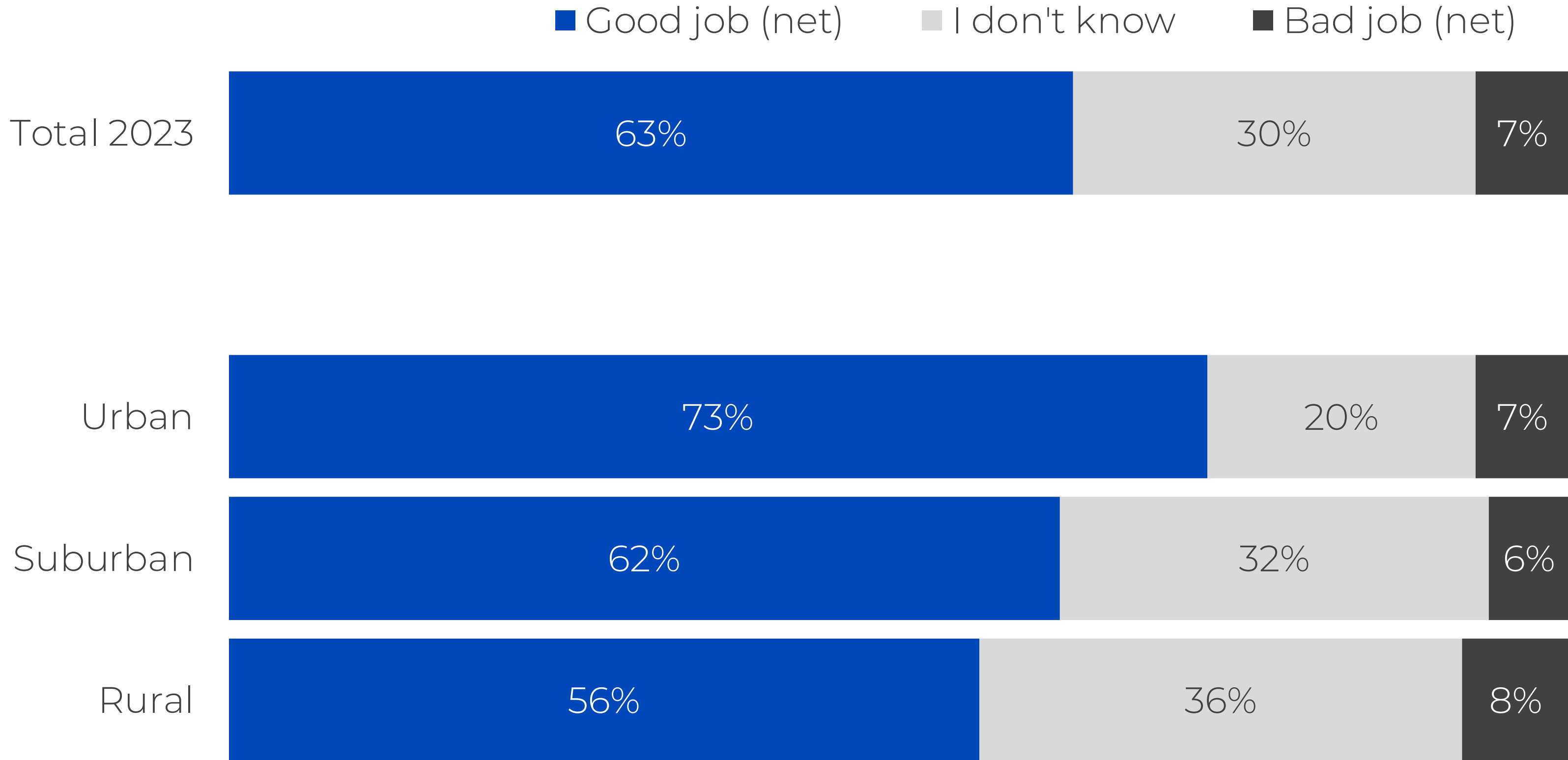


MAJORITY BELIEVE ISPS DO GOOD JOB ON SECURITY.

Urban consumers are more aware of the role ISPs play in protecting them from cyberattacks than suburban or rural consumers.

QUESTION:

Does your Internet Service Provider do a good job or a bad job of protecting you from cyberattacks?

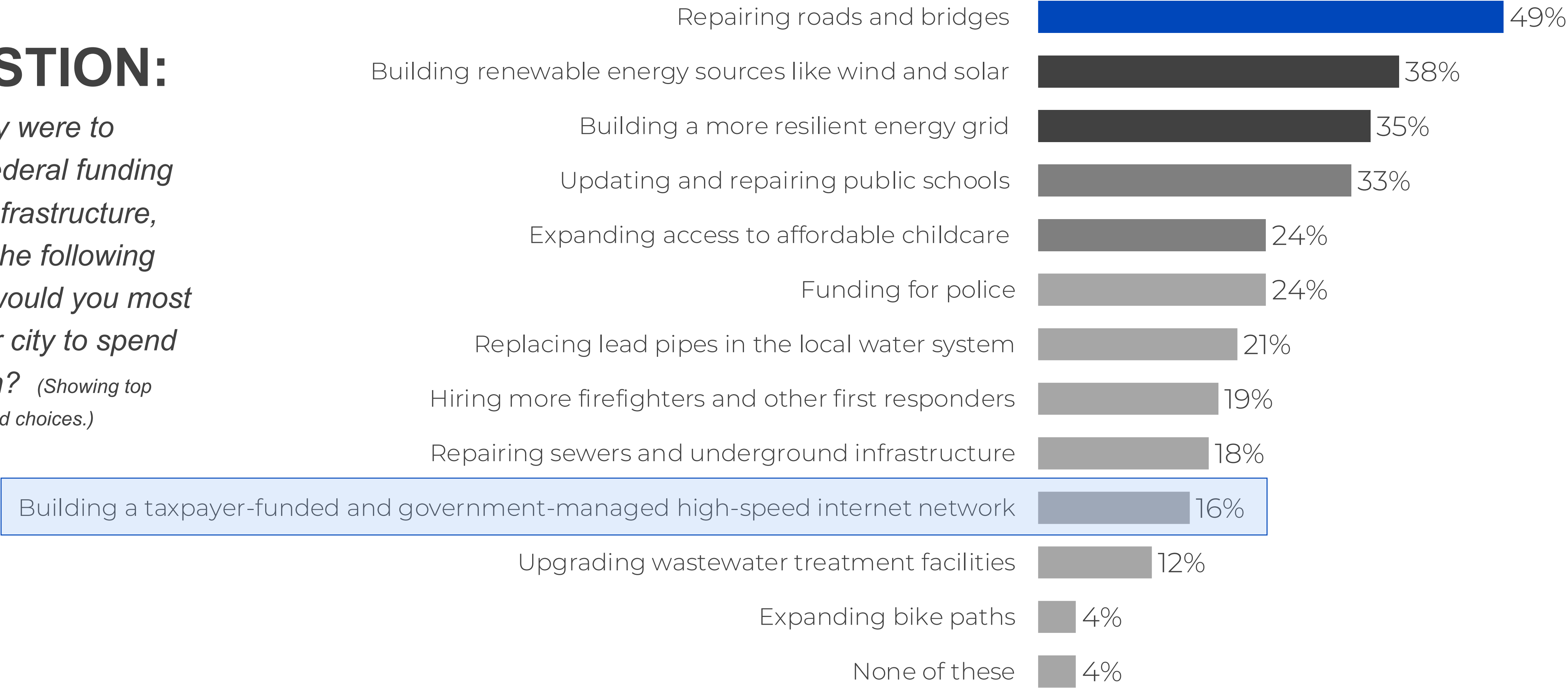


MUNICIPAL NETWORKS AREN'T A PRIORITY FOR VOTERS.

There are far more advantageous uses of federal funding than to construct and maintain a municipal broadband network. New Englanders much prefer creating physical infrastructure or renewable and resilient energy.

QUESTION:

If your city were to receive federal funding to build infrastructure, which of the following projects would you most want your city to spend money on? (Showing top three combined choices.)

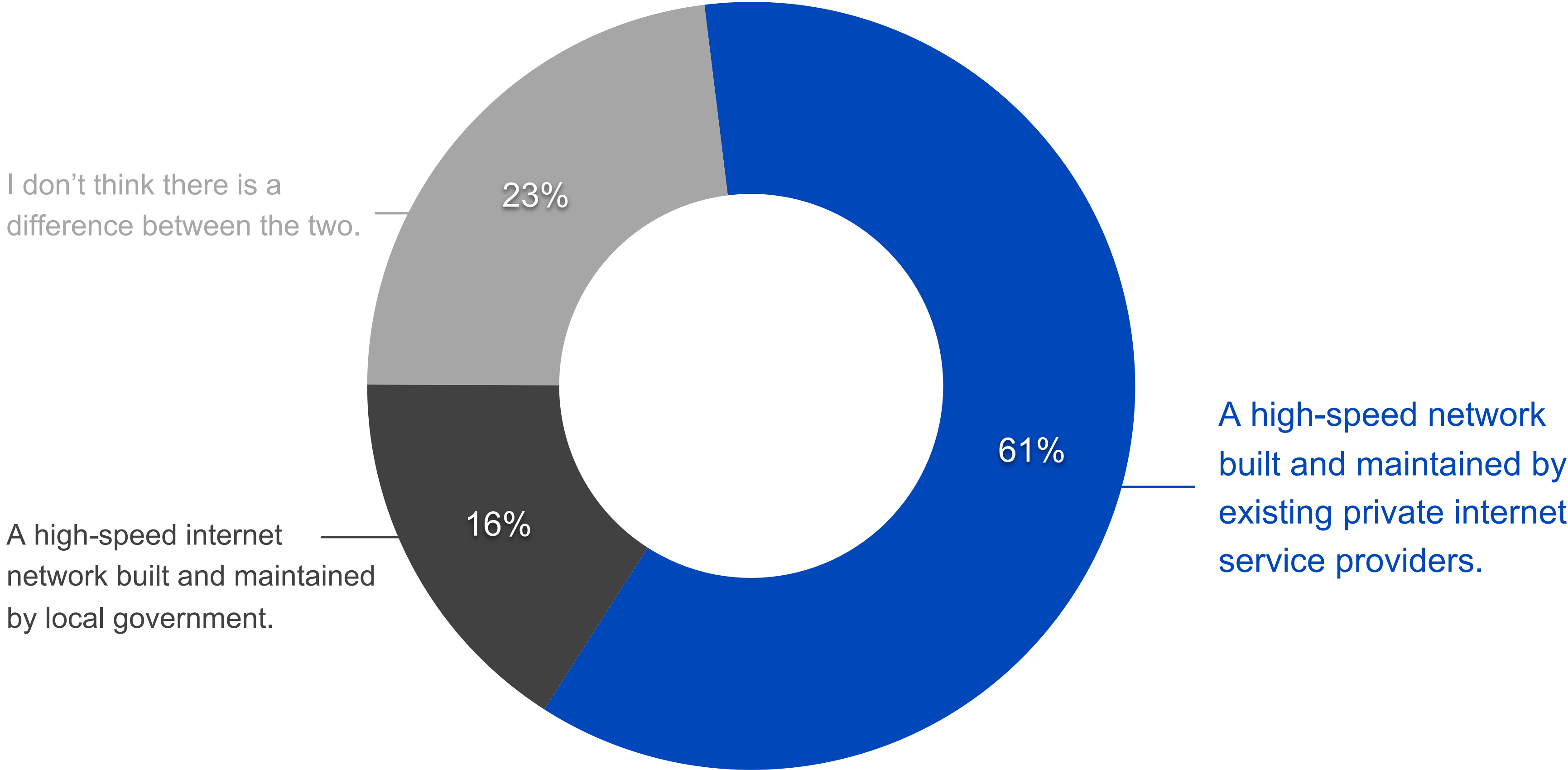


CONSUMERS TRUST PRIVATE ISPs MORE.

Consumers are resolute on their convictions in the results from this question.

QUESTION:

Which type of broadband network would you trust more to use in your own home?

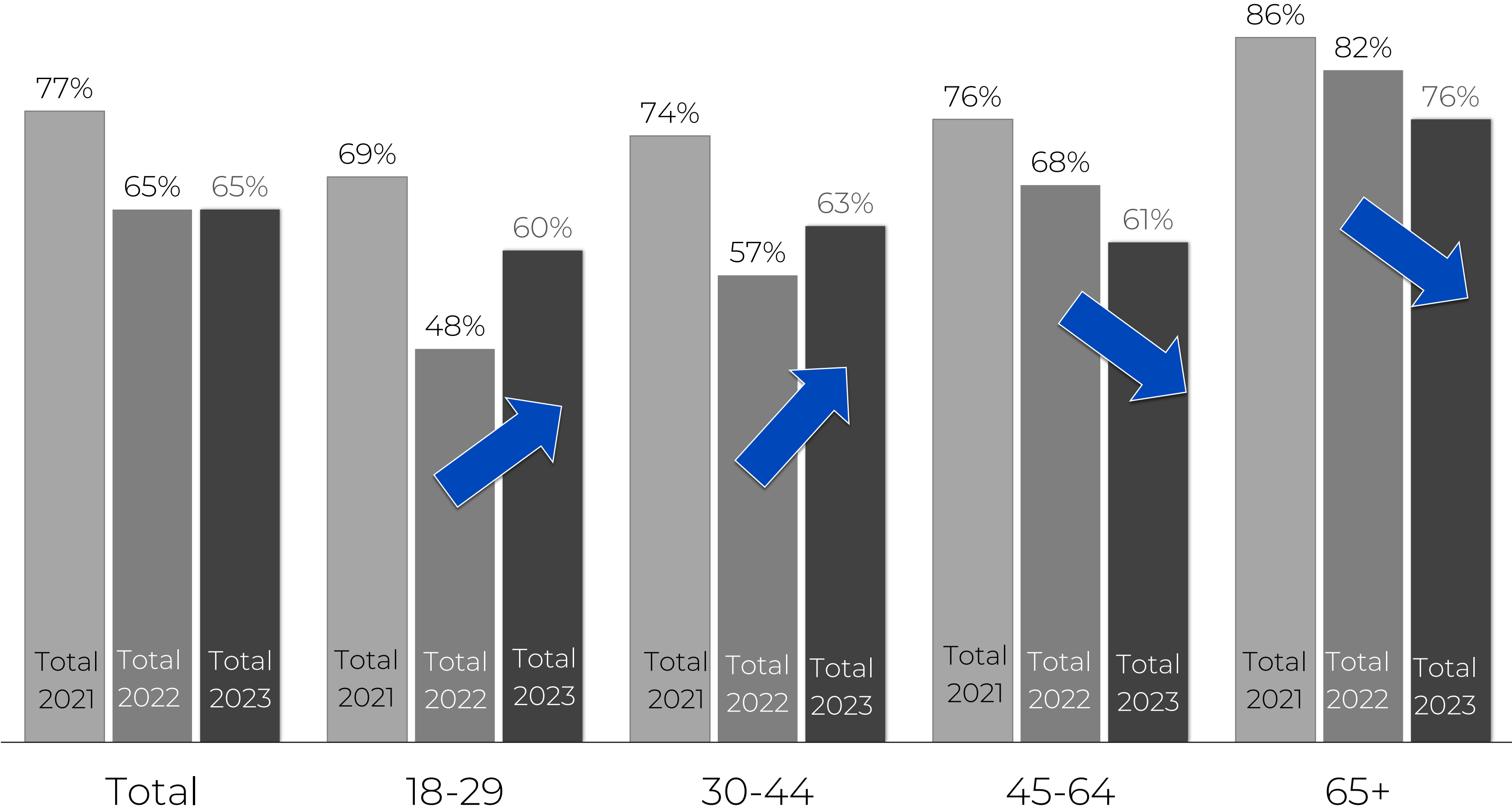


SUBSCRIPTIONS ARE UP WITH YOUNGER VOTERS.

Compared to trended data from last year, younger consumers have increased their likelihood to have a cable video subscription more than any other group.

QUESTION:

Do you currently subscribe to a cable or satellite television service that uses a set-top box with a channel guide?
(Showing "Yes" responses only.)



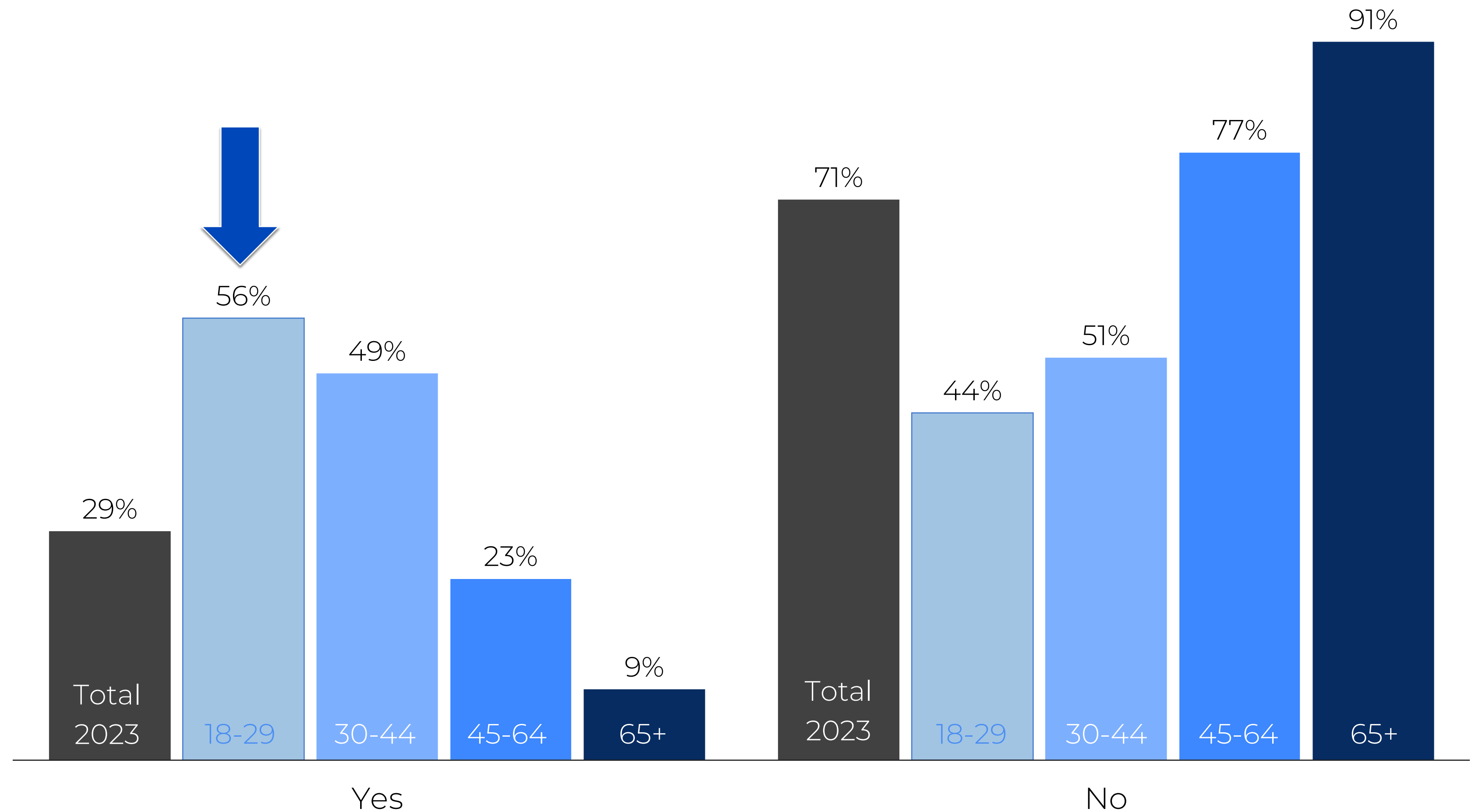
YOUNGER CONSUMERS ARE FORMER CORD CUTTERS.

A majority of those under 45 with paid video service have cut the cord at some point and then returned to a cable or satellite provider.

QUESTION:

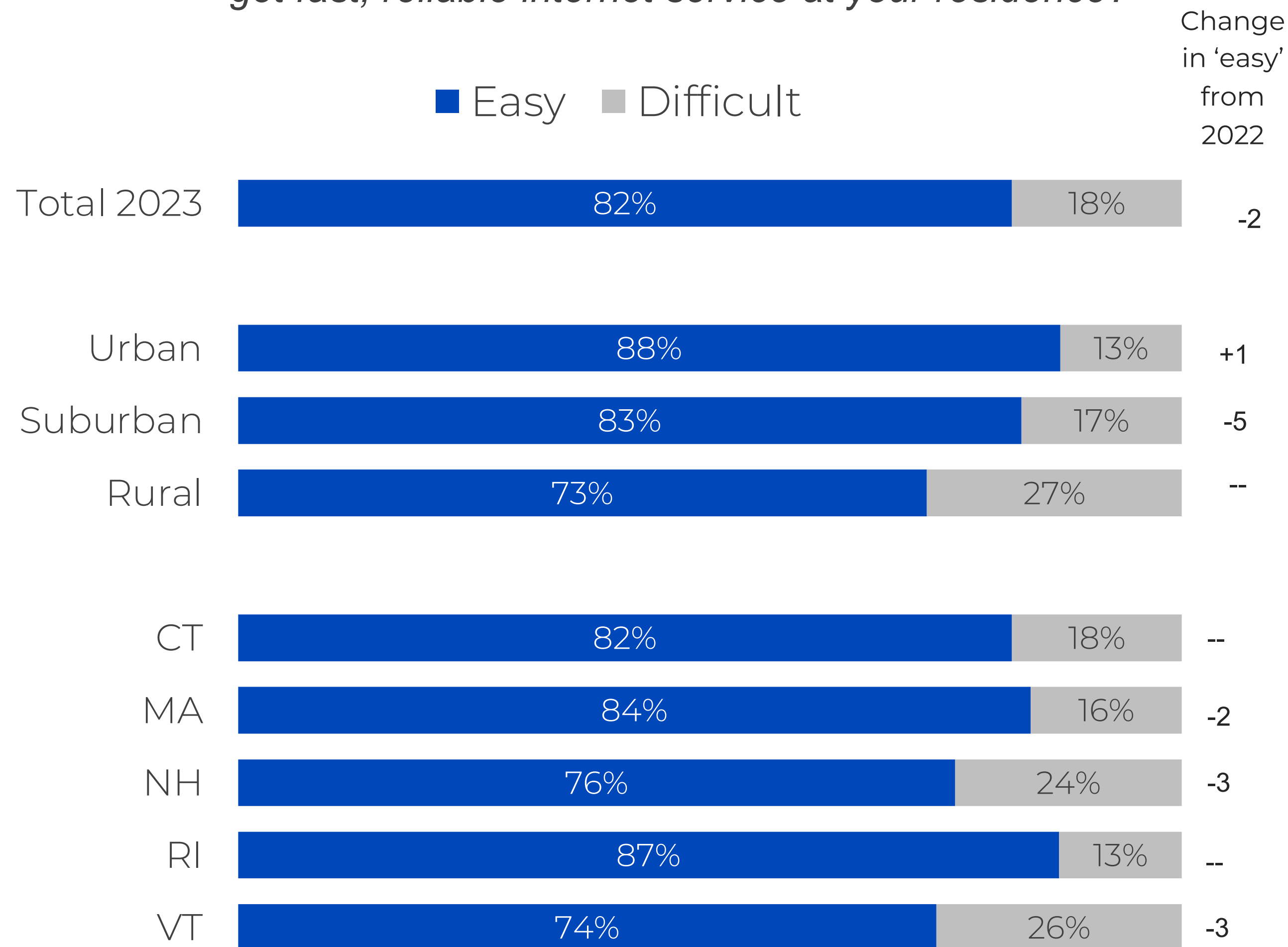
In the past have you ever cancelled your paid video service through a cable or satellite provider and relied solely on streaming services or other platforms to watch entertainment?

(Asked only of those who indicated that they do currently subscribe to a cable or satellite service that uses a set-top box.)



QUESTION:

Would you say it's relatively easy or relatively difficult to get fast, reliable internet service at your residence?



MAJORITY REPORT ACCESSING INTERNET IS EASY.

Though rural consumers self-report higher levels of difficulty in accessing fast, reliable internet service at their residence.

LACK OF SERVICE PROVIDERS.

Consumers who had any difficulty getting fast, reliable internet at their residence were most likely to cite a lack of service providers in their area as the main cause. This has improved over the past year.

It's much less a problem with specific attributes (speed, affordability, reliability, etc.) than it is with overall access options.

QUESTION:

Which of the following statements apply to you when it comes to getting internet service at your residence?

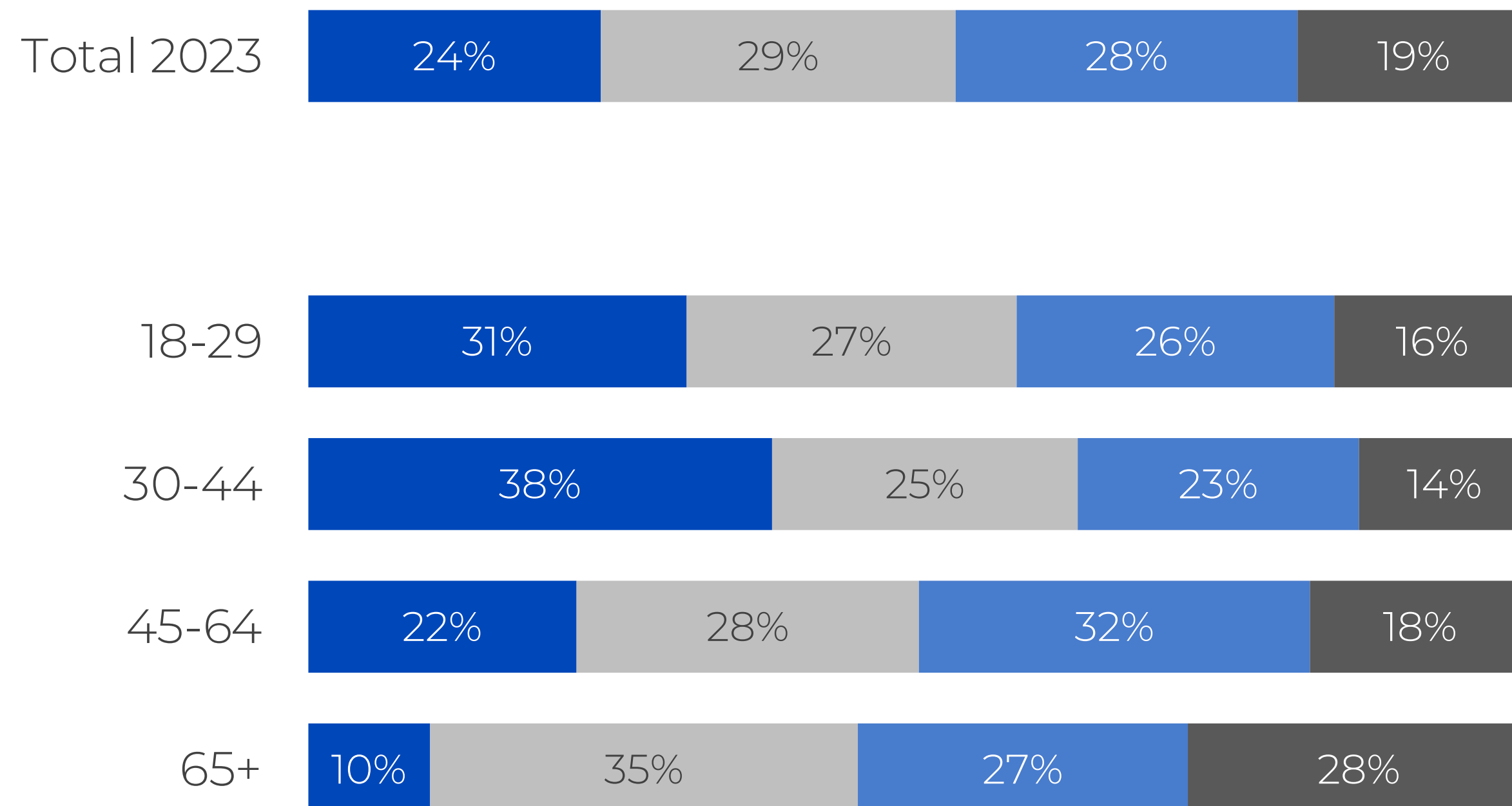
(Multiple select options – top responses shown – asked only of those who self-reported having some difficulty getting fast, reliable, internet service at their residence.)

- **35%:** There are not enough internet service providers in my area. (-6 from 2022)
- **32%:** I live somewhere which dictates which internet service providers are available for use. (-5 from 2022)
- **15%:** The available internet service options aren't reliable enough. (+1 from 2022)
- **15%:** The internet service providers' customer service agents are difficult to work with. (+1 from 2022)
- **15%:** The available internet service options aren't affordable for me. (+2 from 2022)
- **14%:** The available internet service options aren't fast enough. (+1 from 2022)
- **12%:** There are internet service providers in my area, but their network does not reach my residence. (+1 from 2022)

QUESTION:

Over the past two years has it gotten easier or harder to watch your favorite sports team?

- Easier
- Neither easier nor harder
- Harder
- I do not watch sports

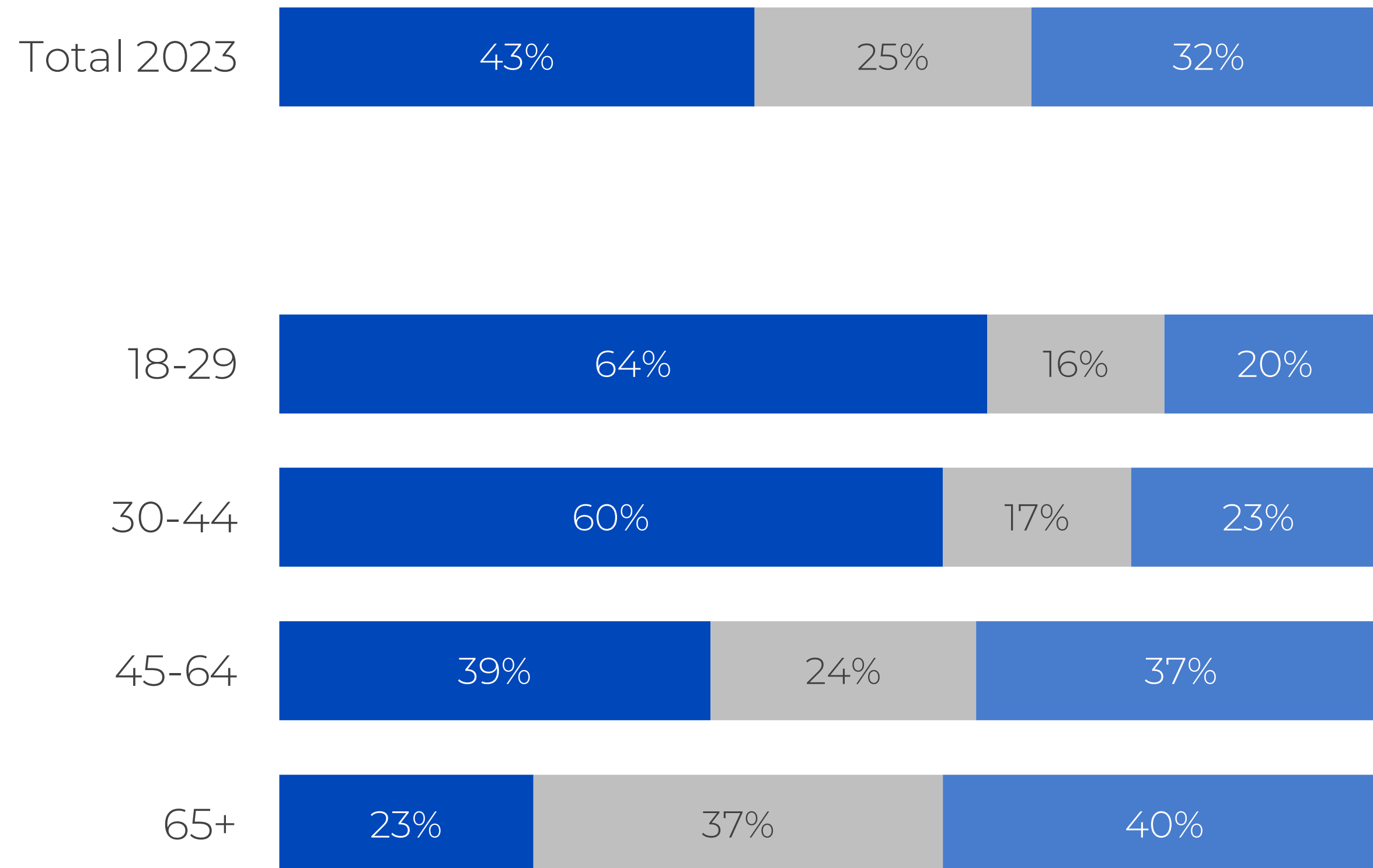


WATCHING SPORTS GETTING HARDER FOR OLDER CONSUMERS.

QUESTION:

Do you think your region's professional sports franchises should move more games to streaming services including NESN streaming and away from cable/television broadcasts?

■ Yes (Net) ■ I don't know ■ No (Net)

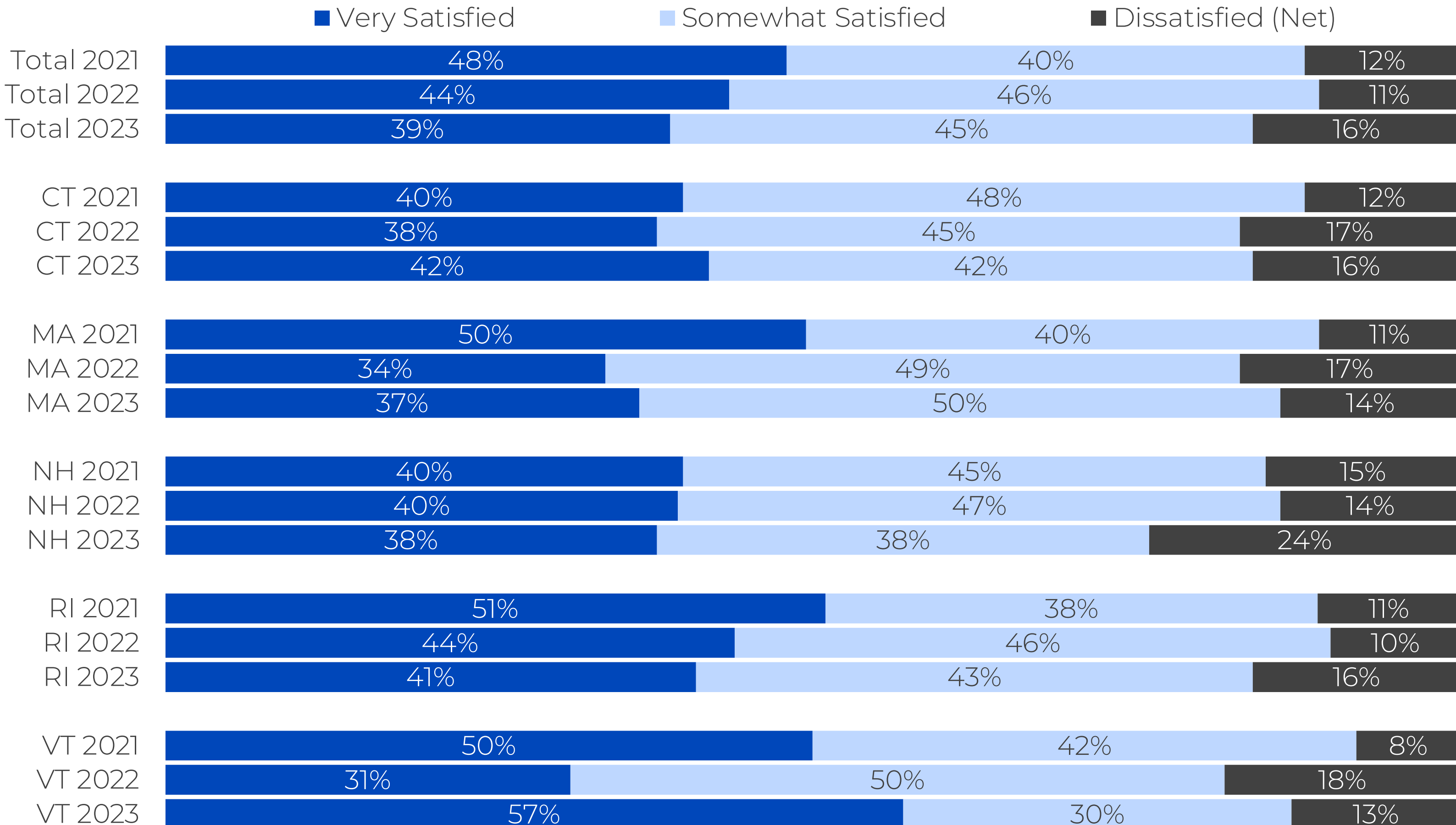


YOUNGER CONSUMERS SUPPORT SWITCH TO STREAMING.

Consumers over 45 are significantly less enthusiastic about watching sports on streaming.

OVERALL TRENDED VIDEO SATISFACTION HIGH.

Compared to trended data, consumer satisfaction has remained steady for cable-or-satellite-provided video service over the past year. Satisfaction has improved in Vermont and dropped in New Hampshire and Rhode Island.

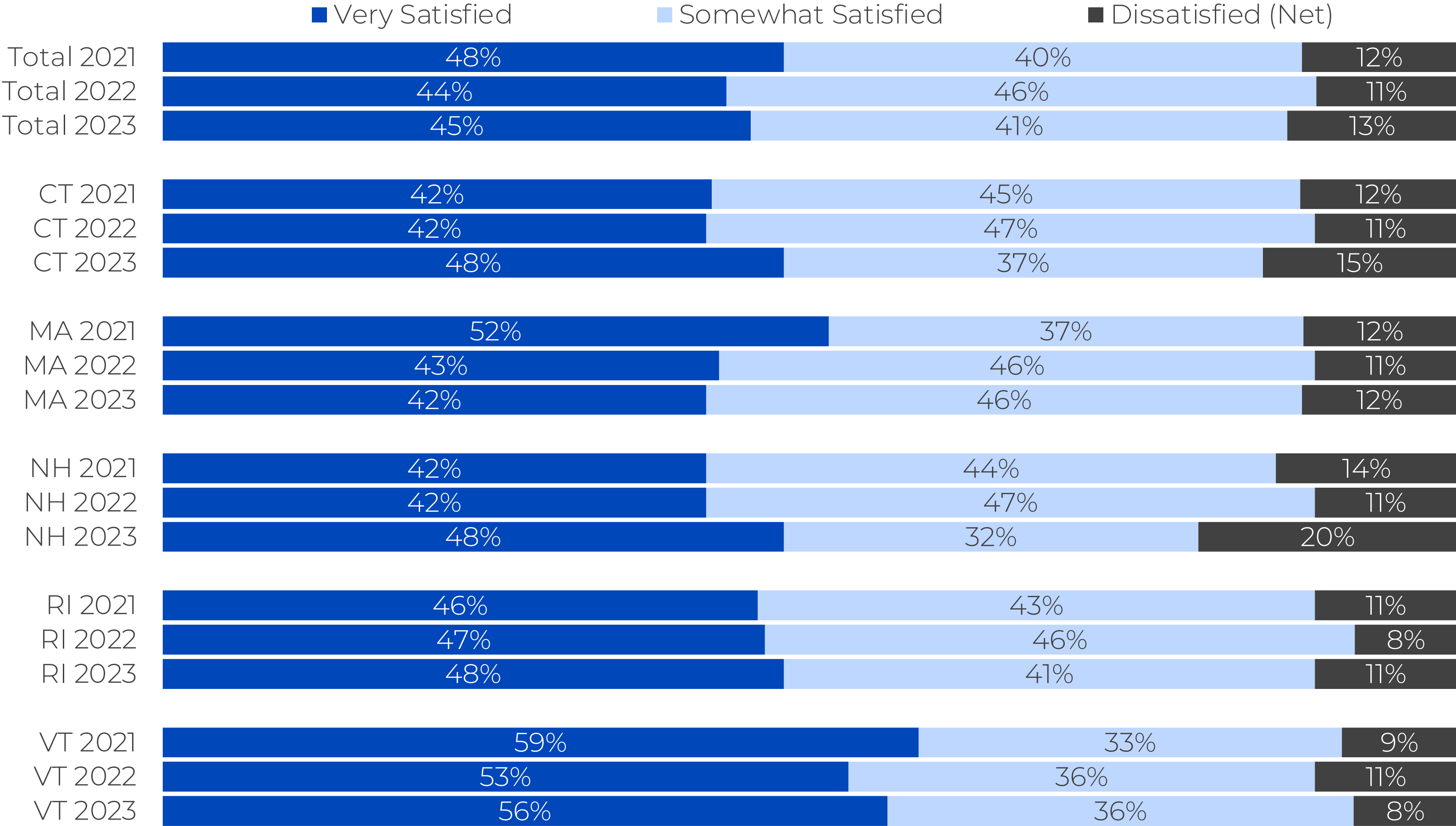


QUESTION:

How satisfied would you say that you are with your video service from your cable or satellite provider?

(Asked only of those who indicated that they have a paid TV service through a cable or satellite provider.)

HIGH LEVELS OF SATISFACTION IN ISPS:



QUESTION:

How satisfied would you say that you are with your home internet service?

(Asked only of those who indicated that they have home internet service.)

