

Survey of Registered Voters East Multnomah County, Oregon



McLaughlin & Associates

WHERE STRATEGIC SOLUTIONS BEGIN

Commissioned by Verizon

Methodology

This survey of 400 registered voters in East Multnomah County Oregon was conducted between September 9th and 10th, 2008. All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units.

The survey of 400 registered voters has an accuracy of $\pm 4.9\%$ at the 95% confidence interval.

Major Findings

1. The vast majority of voters want cable competition:

- 4 in 5 voters, 80%, approve of the proposal to allow more companies to provide an alternative to traditional cable, satellite and internet services by increasing the number of provider companies. Only 13% oppose.*
- 84% agree with increased competition in cable television service will lead to better prices and services. Only 12% disagree.*
- When asked to choose between encouraging cable companies to best serve consumers or, more regulation to ensure consumers are best served by an overwhelming 7 to 2 majority, 69% to 20%, these consumers chose competition. Consumers prefer they control their choices over government regulation.*
- 4 in 5 voters prefer more choices for cable 41%, internet services 24% and long distance phone service 16%.*
- 2 in 3 voters, 67%, would be more favorable to local government officials who help bring more consumer choice and greater competition for cable television service in their area. Only 16% would be less favorable.*

Major Findings

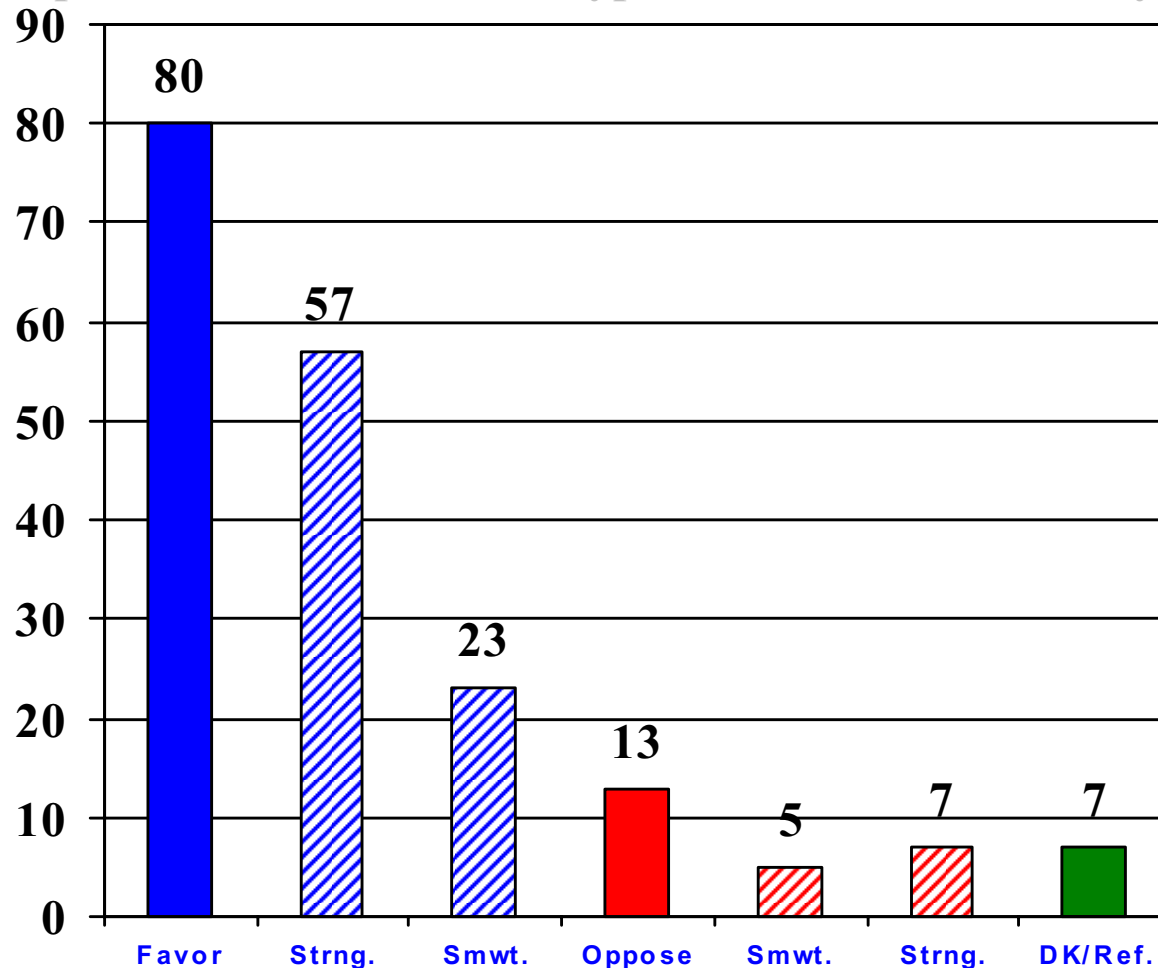
2. *Verizon has a very good brand name to provide increased cable services and competition, enabling consumer choice and control:*
- *2 in 3 voters, 65%, are more favorable to Verizon to provide these services. Only 14% are less favorable.*
 - *Verizon has the best brand name of potential providers.*
 - *At a 6 to 1 majority, 61% to 9%, voters agree that the Commission should accept an agreement as adopted in 19 other Oregon communities.*
 - *At a 3 to 2 ratio, they oppose making Verizon meet tougher standards 47% to 31%.*
 - *The majority of voters are more likely to support the Verizon FiOS Cable TV proposal knowing that it would create more jobs, local investment, hundreds of more channels, provides strong consumer and protection and service quality.*

Major Findings

3. *There is room for more competition:*

- *Only 55% of voters are satisfied with the amount of cable competition, 25% are not.*
- *Only 42% are satisfied with the amount of satellite TV competition, 18% are not.*

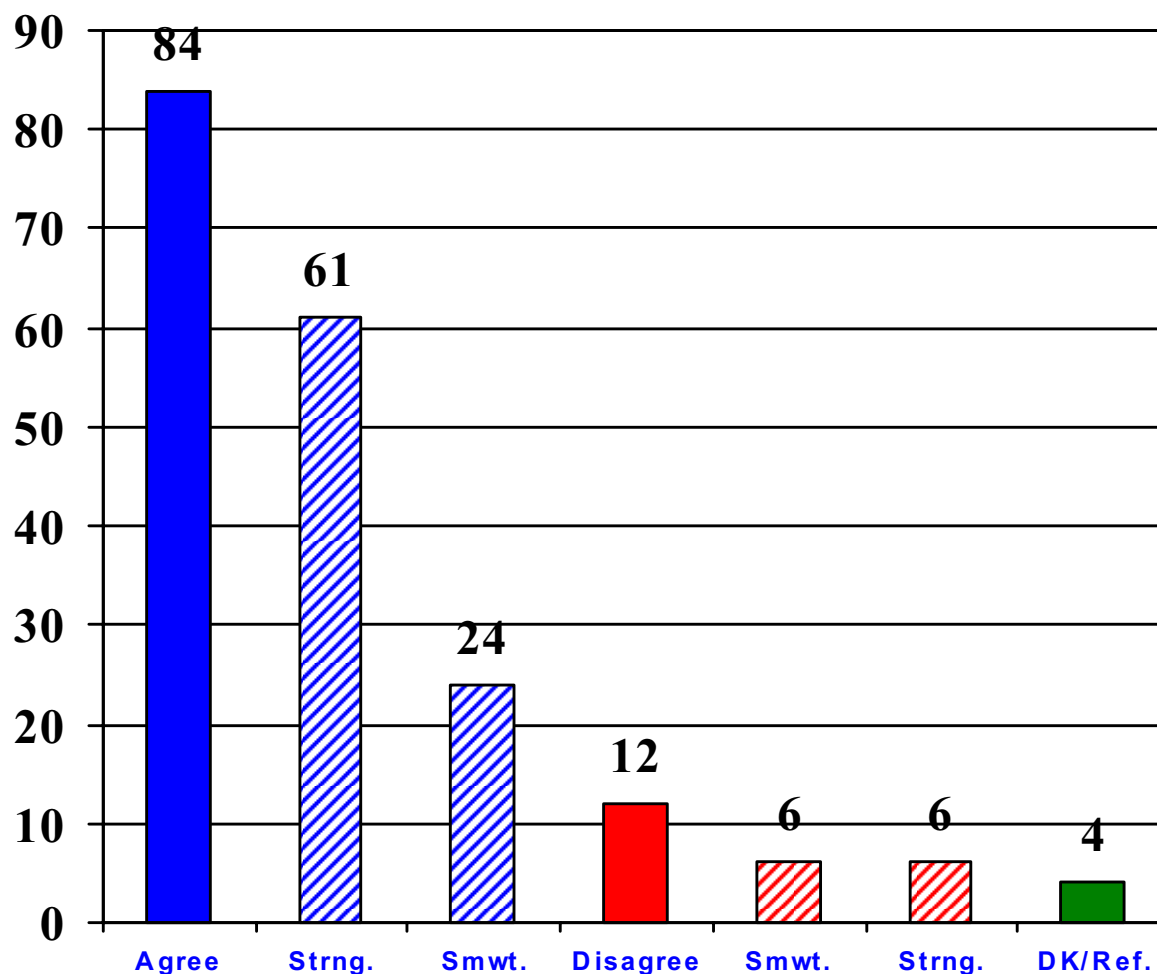
If there was a proposal in (Oregon/Multnomah County) to allow more companies to offer an alternative to traditional cable and satellite television service, in addition to offering broadband Internet access and other communication services.... Would you favor or oppose increasing the number of companies that can offer this type of television service in your area?



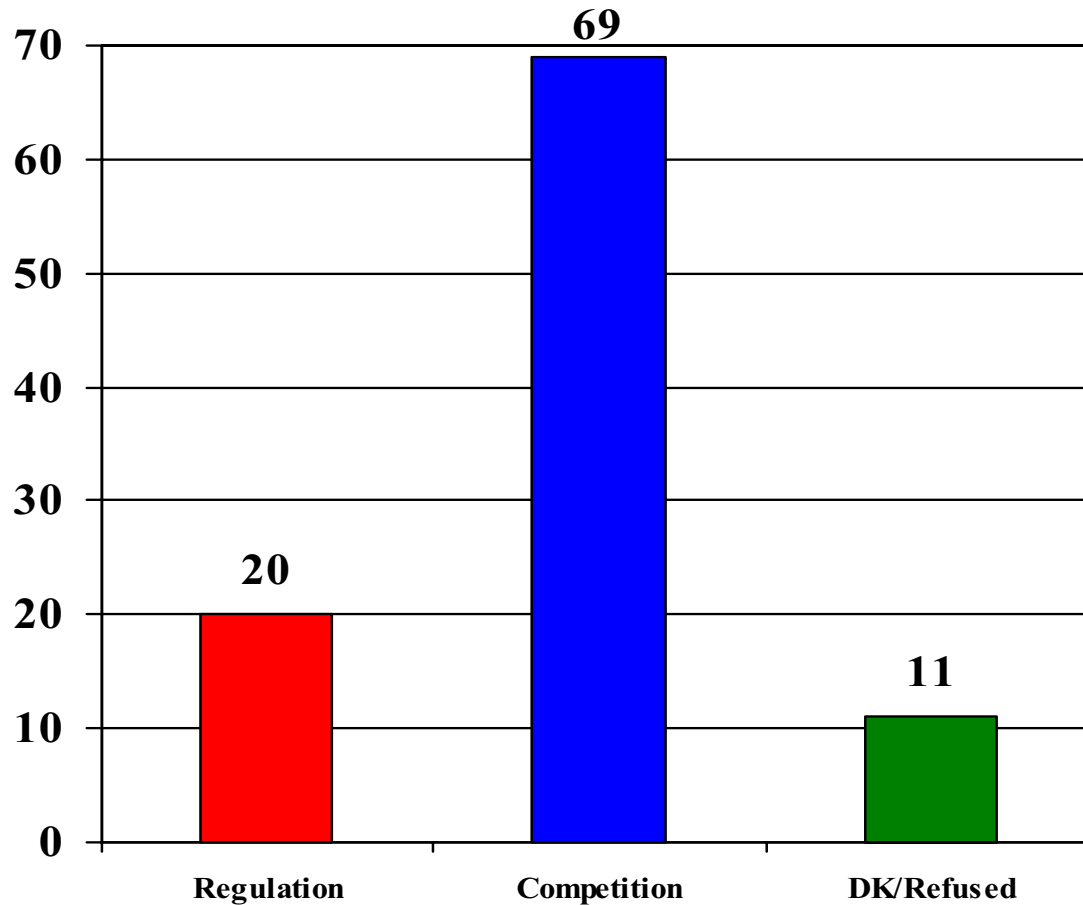
East Multnomah County OR
September 2008

6
McLaughlin & Associates
www.mclaughlinonline.com

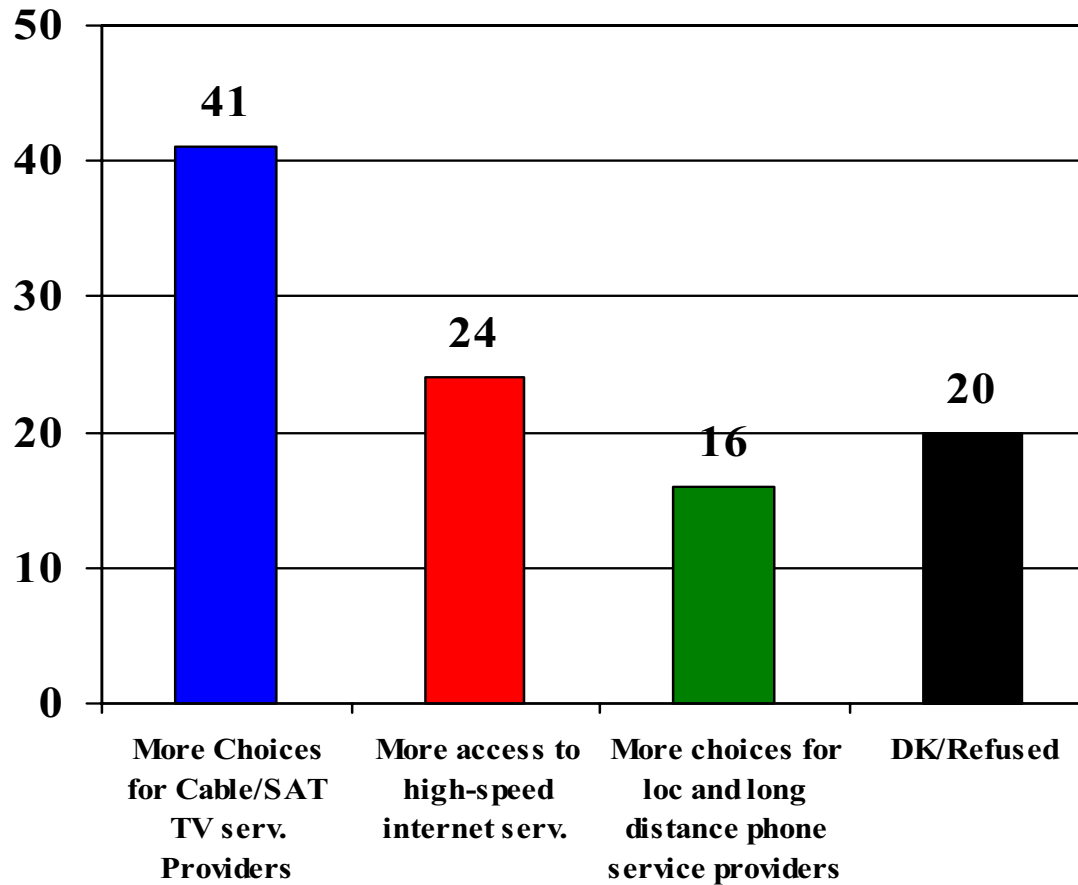
Do you agree or disagree with the following statement? “Increased competition in cable television service will lead to better prices and services.”



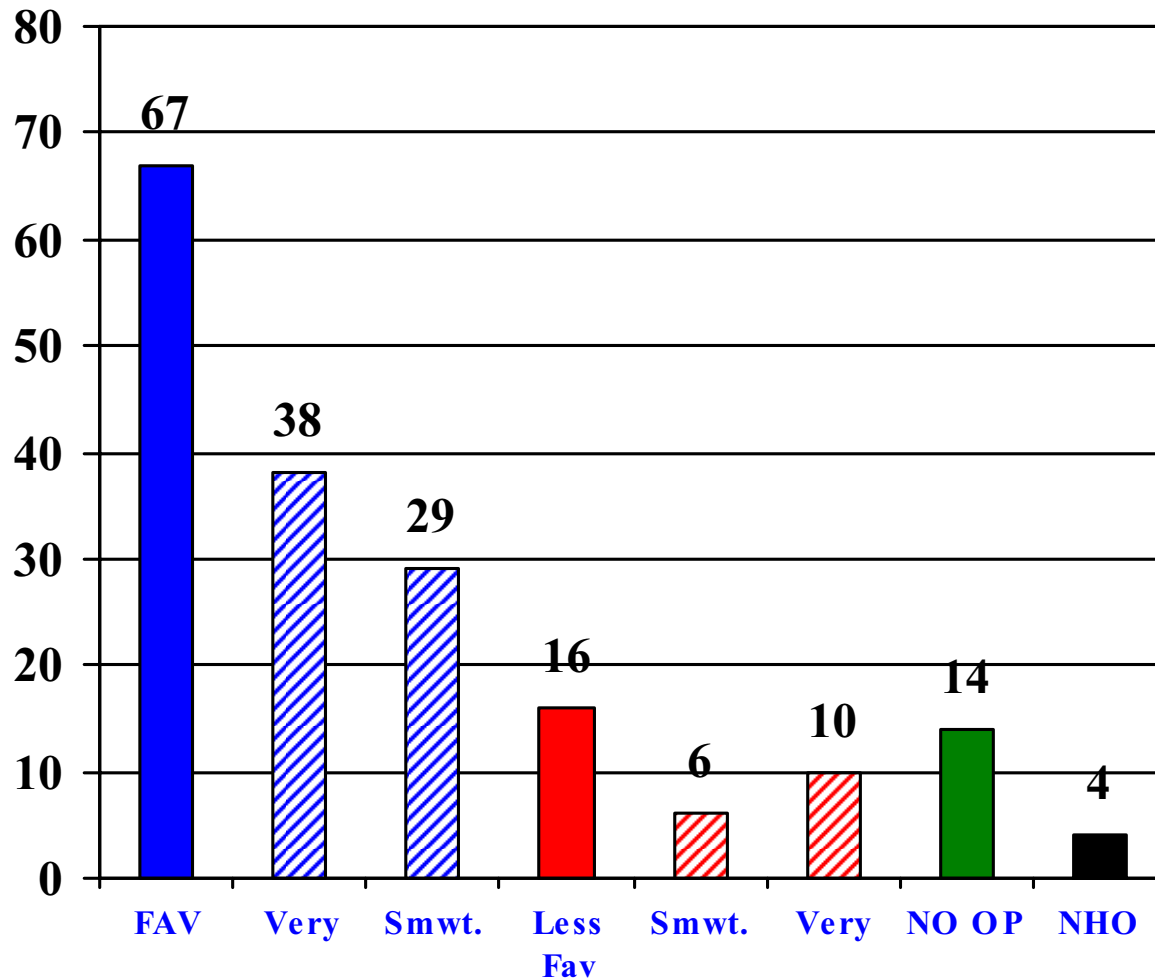
**Which of the following comes closest to your own personal opinion?
people say more regulation is needed to ensure that consumers are
best served by cable television services. OR, people say consumers
are best served by encouraging cable companies to compete to
provide the best services for consumers.**



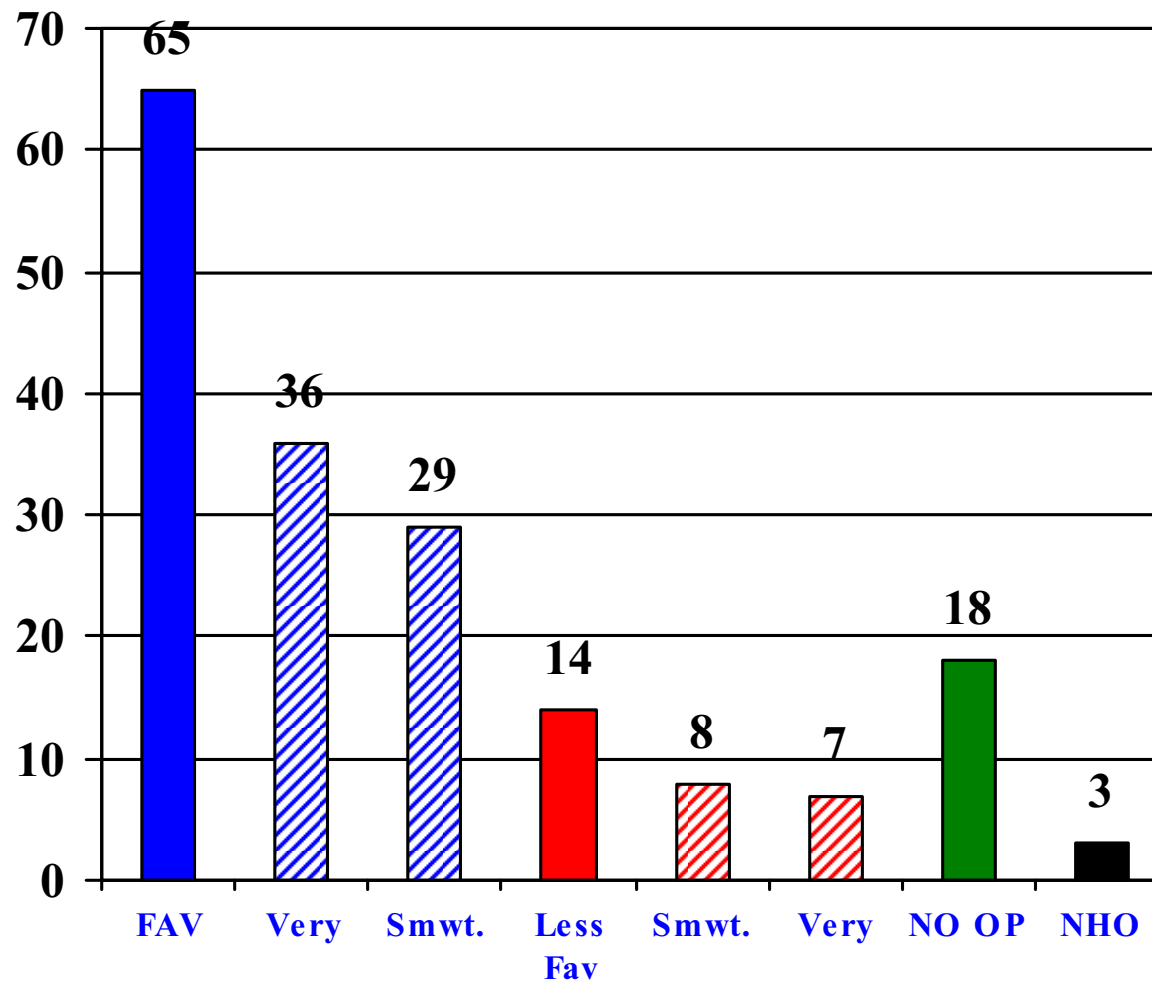
Which of the following is MOST important to you?



Would you be more favorable or less favorable towards your local government officials if they helped bring more consumer choice and greater competition for cable television service in your area?



And, if you knew, specifically, that VERIZON was one of those companies that would be able to offer an alternative to traditional cable and satellite television service, would you be more favorable or less favorable about increasing competition for this type of television service?



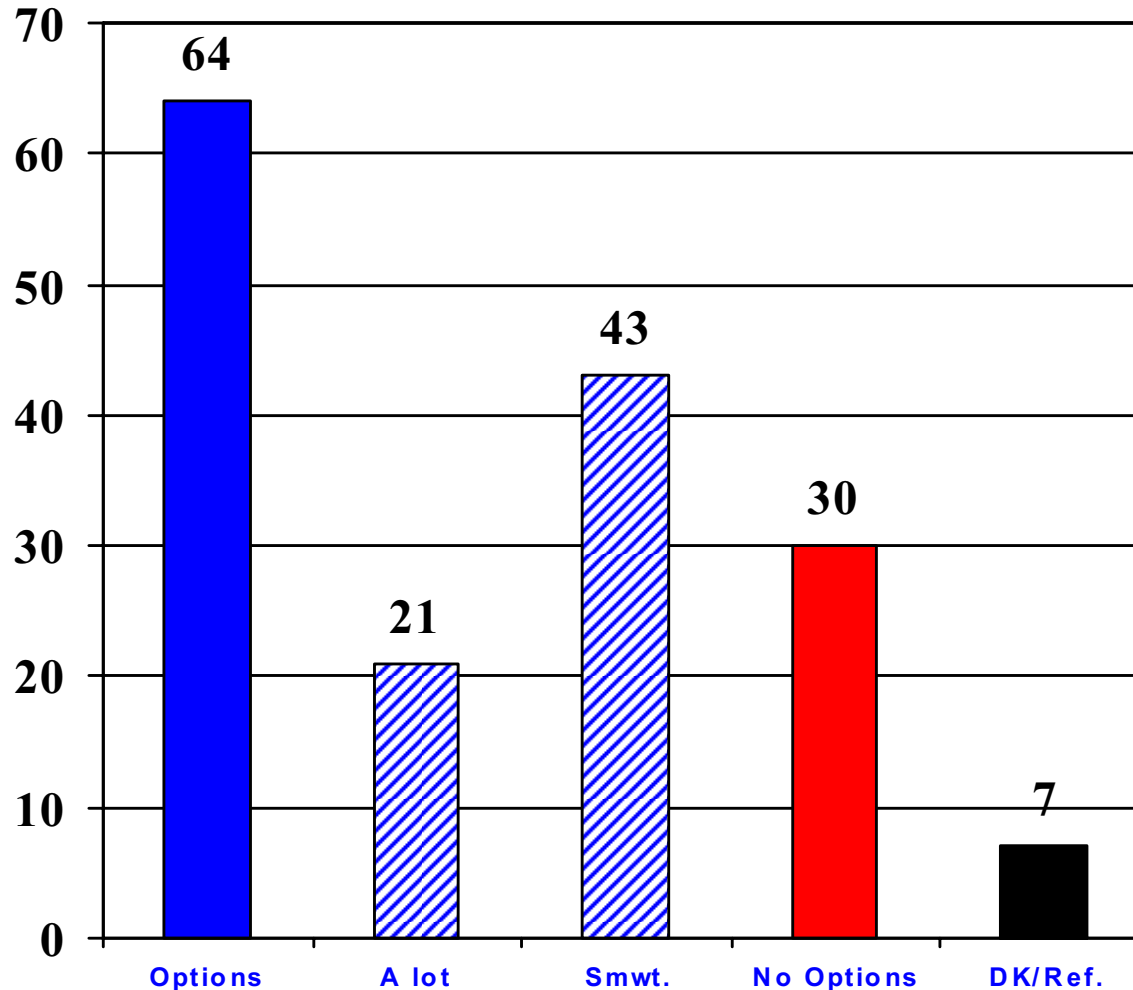
The Mount Hood Cable Regulatory Commission has been negotiating a cable franchise with Verizon for more than a year. Would you agree or disagree with each of the following statements?

| <i>Agree/Disagree</i> | Total |
|---|--------------|
| The Commission should accept an agreement like the ones already adopted in 19 other Oregon communities which now are receiving FiOS TV service. | 61/9 |
| The Commission should step back from negotiations with Verizon and let your city reach its own deal quickly. | 47/27 |
| The Commission should continue to ask Verizon to meet tougher standards than in any other place in Oregon, even if it means having to wait indefinitely for cable competition in your community. | 31/47 |

Would each of the following make you more likely or less likely to favor allowing Verizon FiOS Cable TV service in your area?

| <i>More Likely/Less Likely</i> | Total |
|--|--------------|
| Allowing Verizon to provide FiOS Cable TV service in your area will create more jobs for local IBEW union workers in your community. | 58/9 |
| Verizon has made a multi-million dollar investment in East Multnomah county to bring a state of the art fiber to the premises network to local residents and small businesses. | 58/10 |
| Verizon FiOS TV features hundreds of digital channels, thousands of on demand shows and movies, dozens of digital, commercial free music channels, public broadcasting, high definition, quality service and reliability. | 57/7 |
| The cable franchise agreements that Verizon has reached with 19 other communities in Oregon provide strong consumer protection and service quality commitments. | 56/8 |
| The superior quality of Verizon's FiOS TV service has been recognized by <u>Consumer Reports</u> and <u>PC World</u> and has been authorized to provide service in over 1000 communities across the United States including 19 Oregon communities. | 53/9 |
| If you knew that municipal leaders favor allowing Verizon to provide FiOS Cable TV service which would provide additional franchise revenue to local governments. | 51/14 |

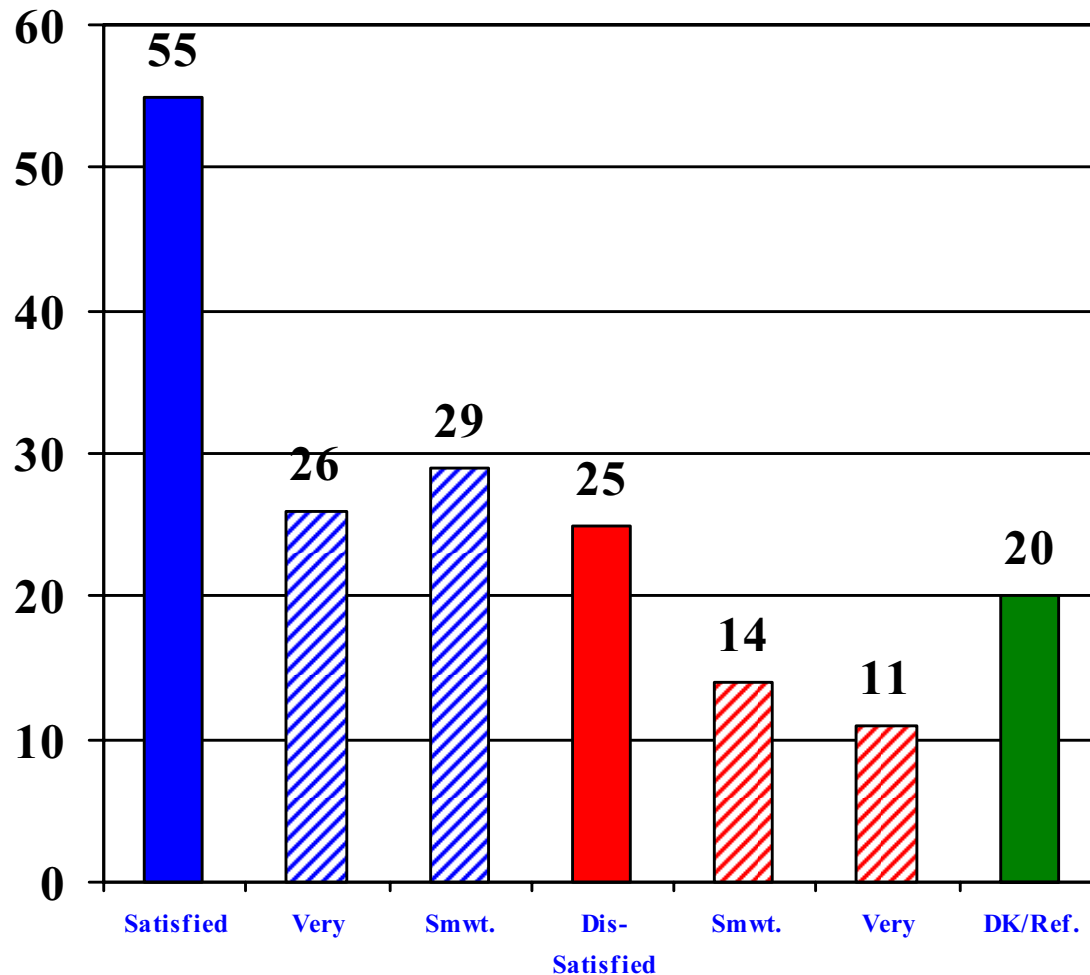
Thinking about your options when choosing a cable television or satellite service provider, please tell me if you think there are a lot of options for consumers to choose from, some options to choose from, or pretty much no options for consumers?



East Multnomah County OR 14
September 2008

McLaughlin & Associates
www.mclaughlinonline.com

Now, thinking about the amount of competition between companies who provide cable television service.... Would you say you are



Now, about the amount of competition between companies who provide satellite television service.... Would you say you are

