



Link5G Survey Findings

New York City Survey

November 2023

Methodology

- To assess and better understand the mobile wireless and internet needs of New Yorkers and measure awareness and support for Link5G smart poles, LinkNYC and HarrisX conducted an online survey among 1,617 New Yorkers from July 17th – 23rd, 2023.
- The survey is statistically representative of each of the five boroughs of NYC. In addition to key demographics, we examined findings using NYC's Equity Zip Codes and Link NYC's Digital Desert definitions. An addendum deck can be provided with this data.
- The survey included oversamples of:
 - 200 Black New Yorkers (419 total responses)
 - 200 Hispanic New Yorkers (487 total responses)
 - 100 AAPI New Yorkers (256 total responses)
- Results were weighted by gender, region, race, age, income, and education to U.S. Census data to align with proportions in the population. The sampling margin of error of this poll is +/- 2.44 percentage points. Margin of error is larger among subgroups.

Key Findings

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1. New Yorkers want more reliable and more affordable Wi-Fi and mobile cell service.
2. The majority of New Yorkers are unfamiliar with Link5G smart poles (only 42% are familiar), providing LinkNYC with an opportunity to introduce their benefits to most of the city.
3. Link5G smart poles are viewed as a positive addition to the community.
 - 76% support smart poles being in their community.
 - 74% are likely to use them.
 - 61% say they are a benefit to the community.
4. Supporters outnumber opponents.
 - Supporters are largely from the Bronx and Manhattan, millennials, parents, Black men, and Democrats.
 - Opponents are largely from Staten Island, middle income, and seniors.

New Yorkers want more reliable and more affordable Wi-Fi and mobile cell service.



Public Wi-Fi is commonly relied on – **49%** use it at least once a month and **27%** use it weekly – and majorities across the city and among demographic groups want faster and more reliable free public Wi-Fi in their neighborhood and community.



Nearly half of New Yorkers experience dropped phone calls once a month (**46%**). Among the third of New Yorkers without unlimited data plans, nearly half (**49%**) run out of data on their mobile data plan at least one month a year.



Desire for strong 5G cellular service at home is also high (**78%**) – although those who are unfamiliar with 5G technology care less.



Despite **73%** of New Yorkers having a subscription home Wi-Fi service, **45%** use their cellular network at home, either on their mobile device or as a hotspot.



Cost of service is high; **4-in-10** New Yorkers pay \$100 a month or more on their cell phone bill.

Link5G smart poles are viewed as a positive addition to the community.

- New Yorkers are supportive of Link5G smart poles at the outset, and broadly support having them in their communities.

76%


support Link5G smart poles being installed in their neighborhood after seeing a photo of the poles, and support strengthens after hearing a brief description of their benefits.

74%

are likely to use free Wi-Fi on Link5G smart poles if there was one in their neighborhood.

61%

say Link5G smart poles will provide needed benefits for their neighborhood and community.

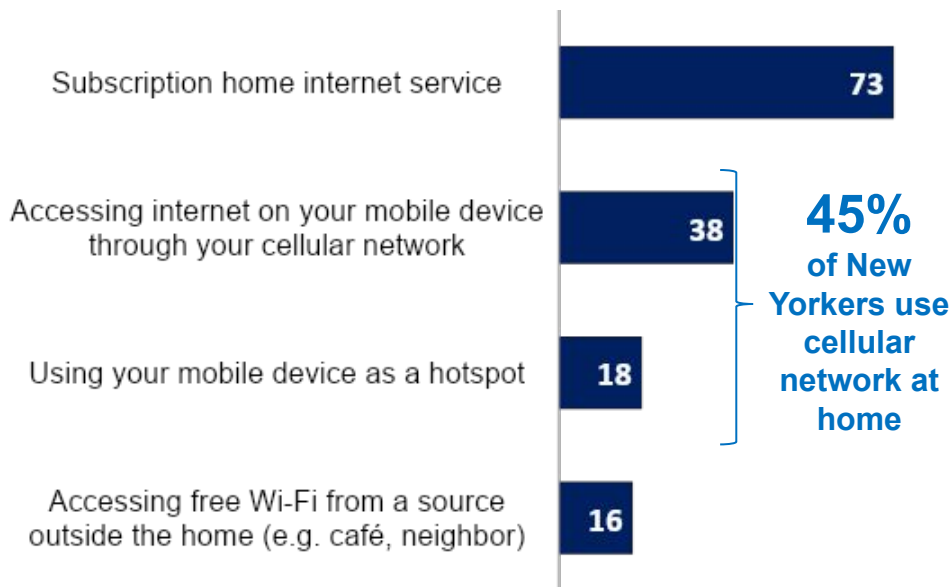


Those who live in Manhattan and NYCHA are among the most supportive. Millennials, AAPI, Black men, parents, and lower income Hispanic New Yorkers are also more supportive. Staten Islanders, middle income (\$50K-\$100K), and seniors are more likely to oppose smart poles.

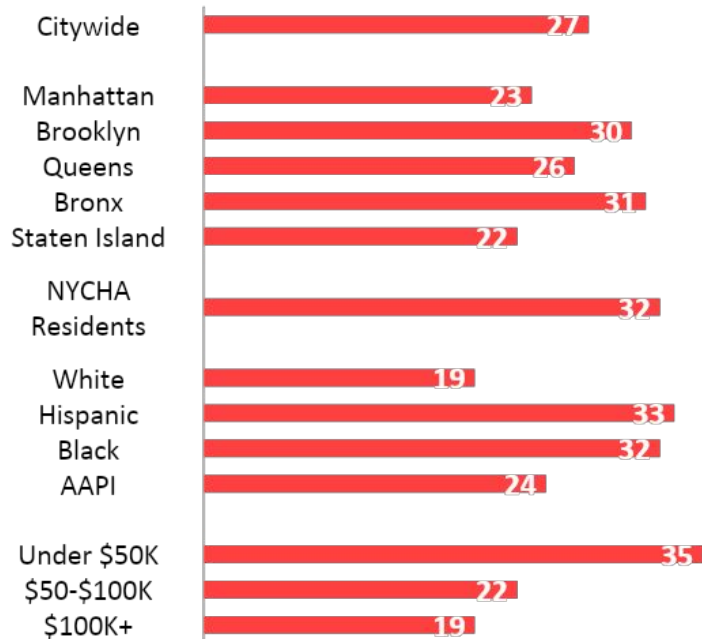
Internet & Cell Usage

More than a quarter (27%) of New Yorkers do not have access to subscription home internet. Even New Yorkers who have a subscription home internet service rely on cellular networks to use internet at home.

% household internet connection

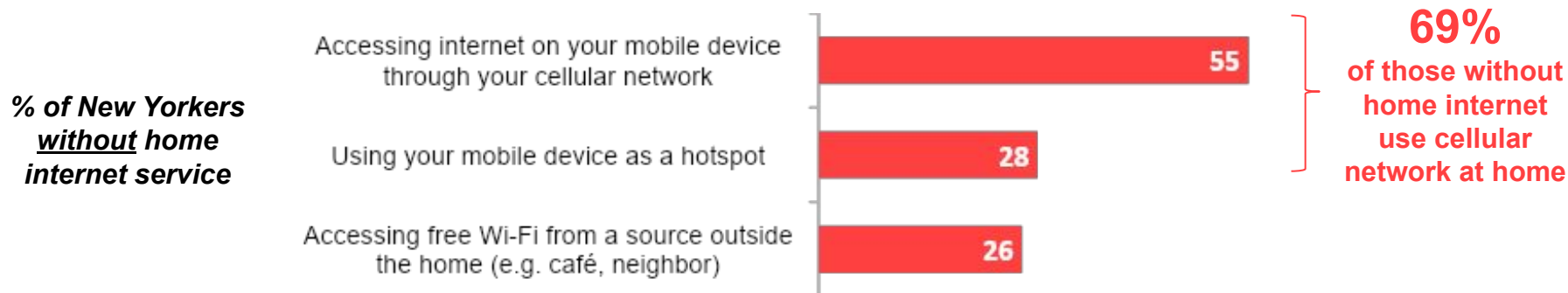
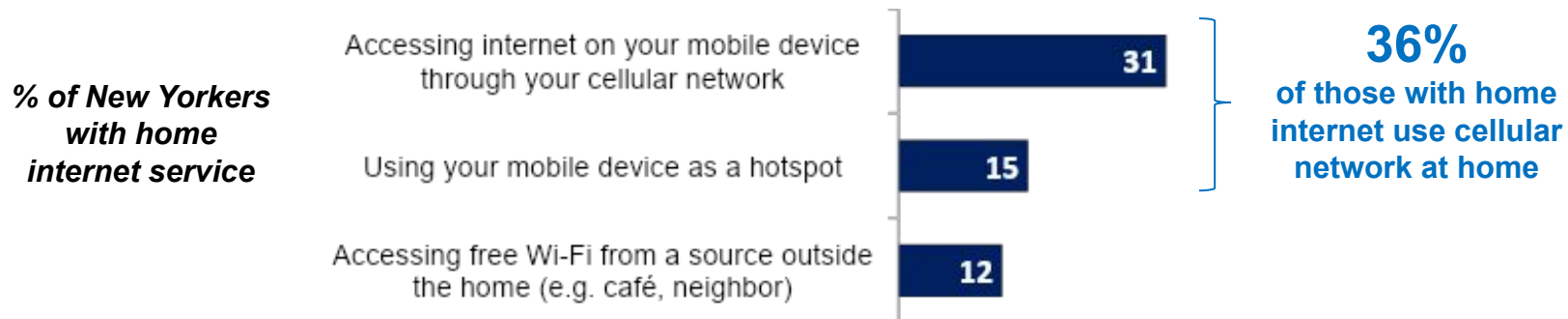


% don't have home internet service



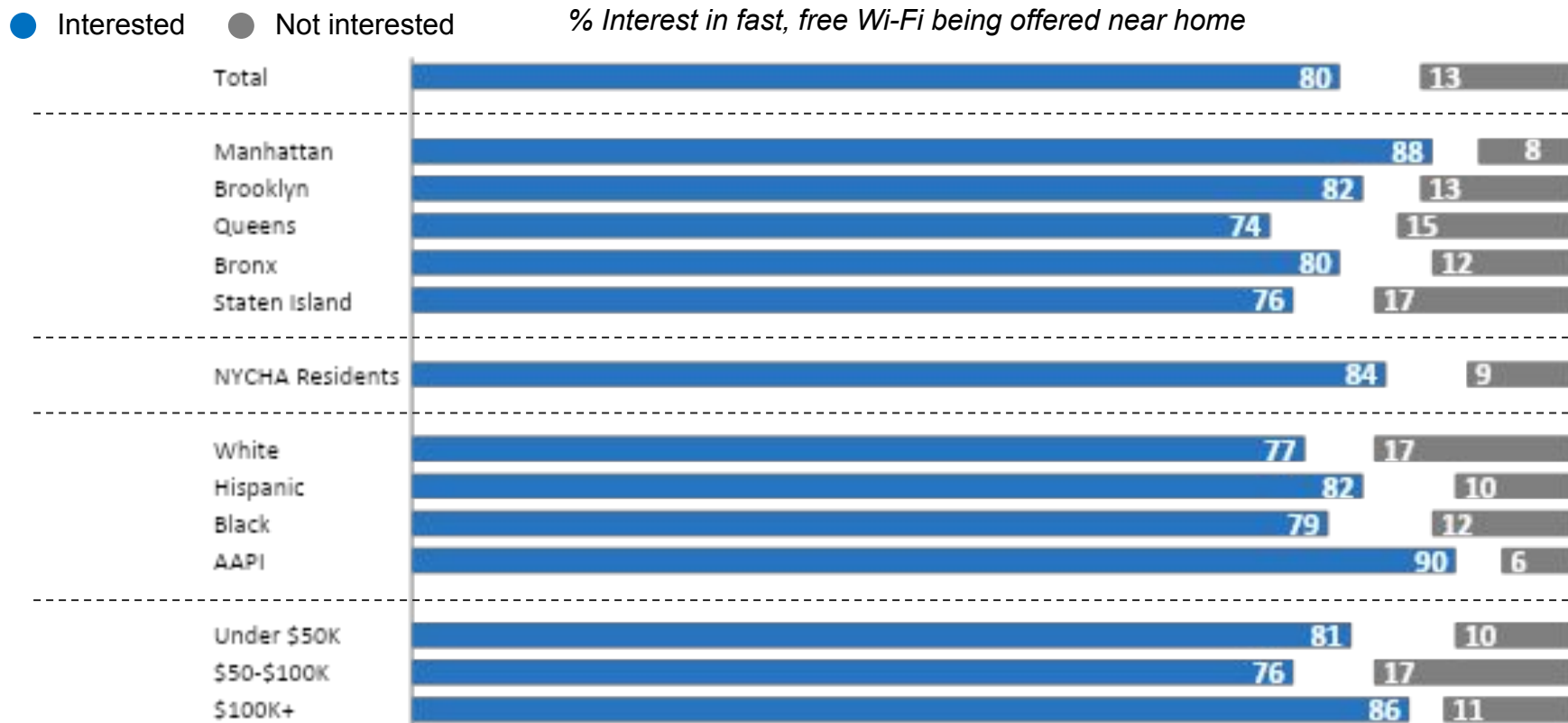
Q. Please indicate the ways in which your household connects to the internet while at home. Select all that apply.

Nearly 7-in-10 New Yorkers without home internet service rely on cellular networks to access the internet at home, and more than a quarter rely on free Wi-Fi to access the internet at home.



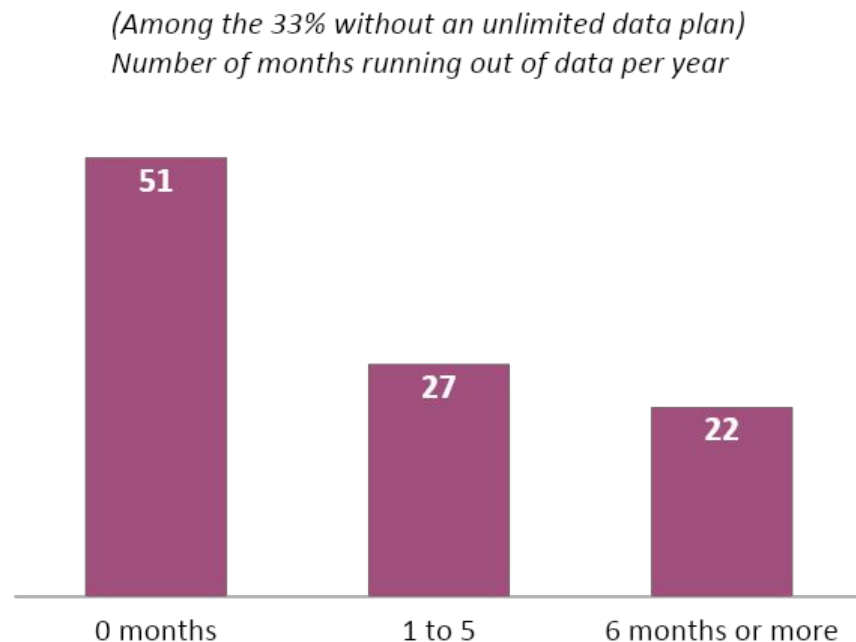
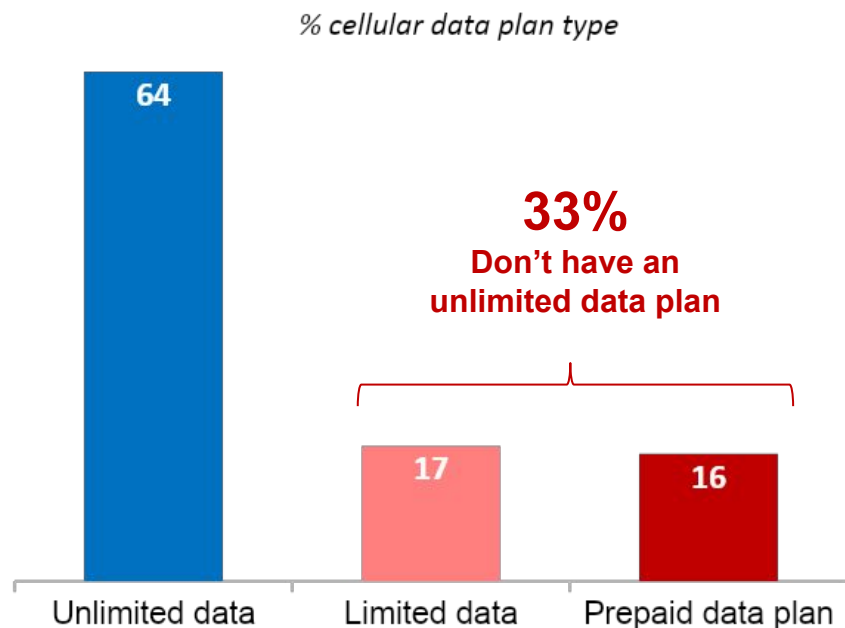
Q. Please indicate the ways in which your household connects to the internet while at home. Select all that apply.

Interest is high in fast, free Wi-Fi being offered near home – especially among New Yorkers of color and NYCHA residents.



Q. How interested would you be in fast, free Wi-Fi being offered near your home?

One third of New Yorkers do not have unlimited cellular data, and half of those residents run out of data at least one month out of the year.

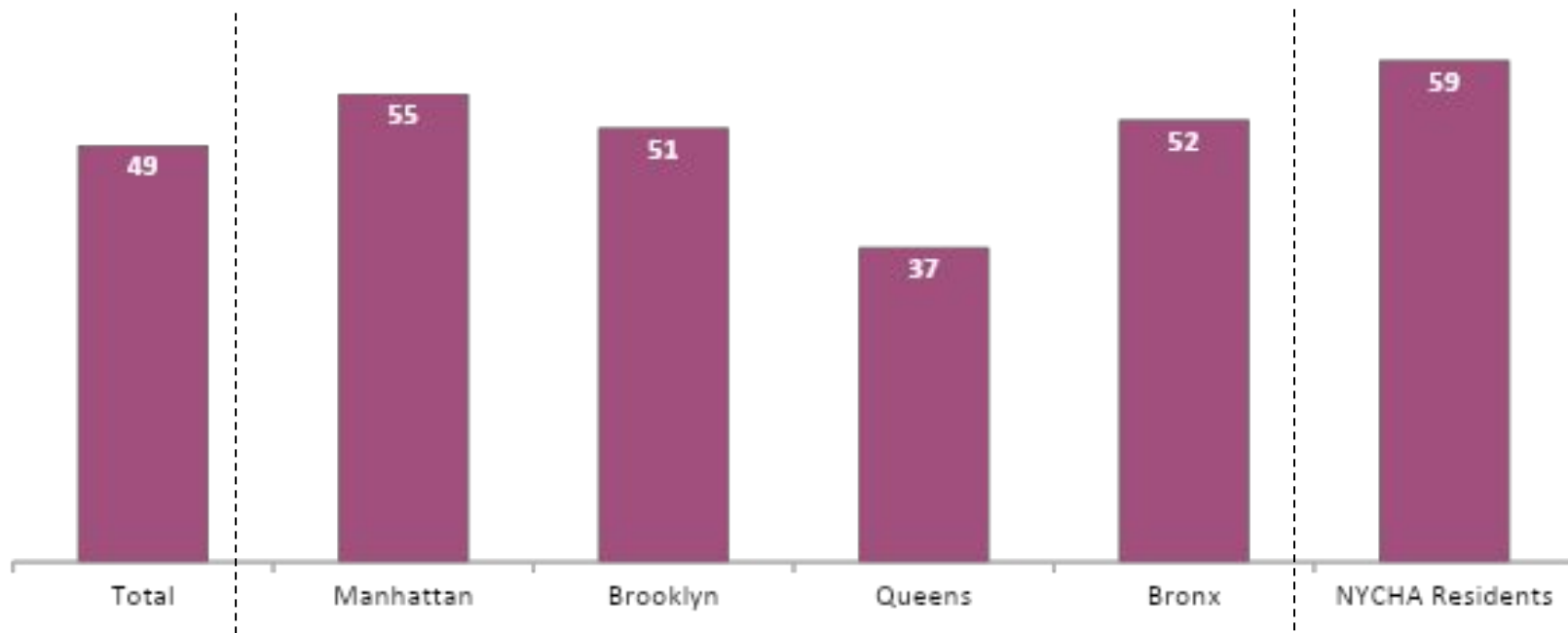


Q. What type of data plan do you have?

Q. (IF NOT UNLIMITED DATA PLAN) How many months out of the year do you run out of data? For example, if you never run out of data, please enter "0". Your best estimate is fine.

Running out of data affects a majority of New Yorkers on limited data plans in Manhattan, the Bronx, and Brooklyn, as well as almost 60% of NYCHA residents.

*[If they don't have unlimited data]: % run out of data at least **one month** a year*

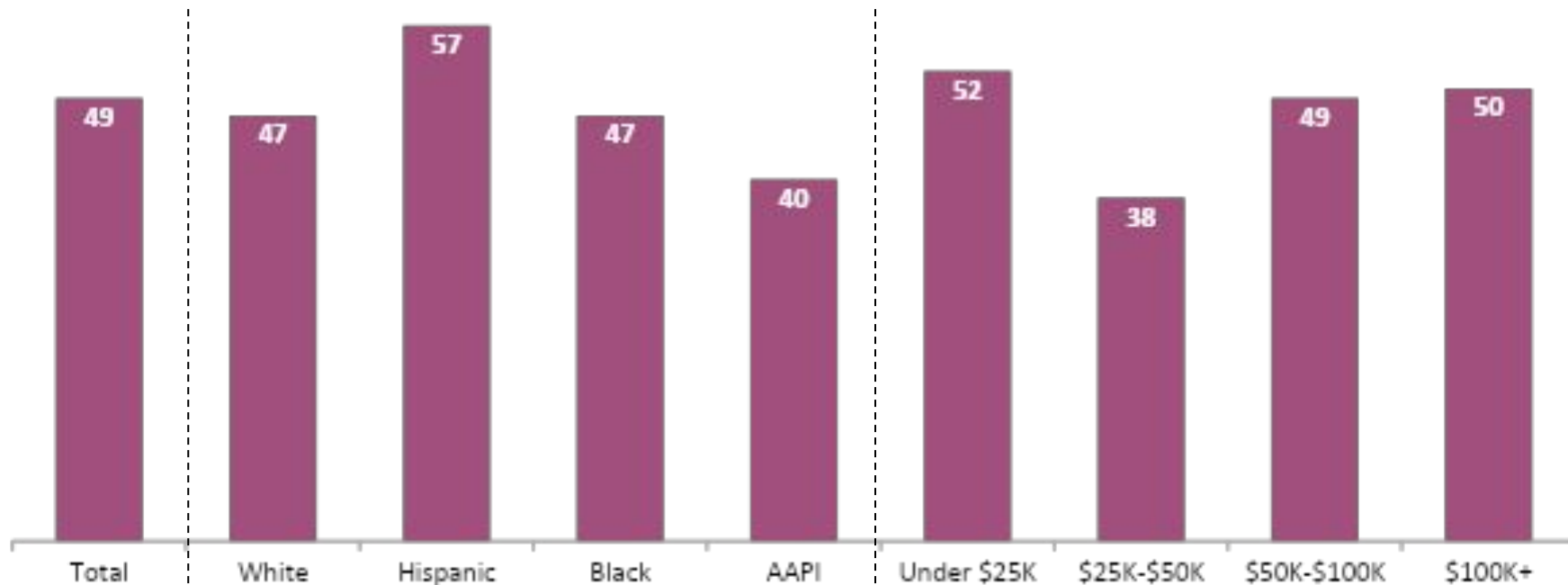


Q. (IF NOT UNLIMITED DATA PLAN) How many months out of the year do you run out of data? For example, if you never run out of data, please enter "0". If you always run out of data, please enter "12". If you run out of data some months but not others, please enter your best guess for how many months out of the year this occurs. Your best estimate is fine.

NOTE: Staten Island sample size too small to report.

Hispanic New Yorkers and those who make less \$25K a year are most likely to run out of data at least one month out of the last year.

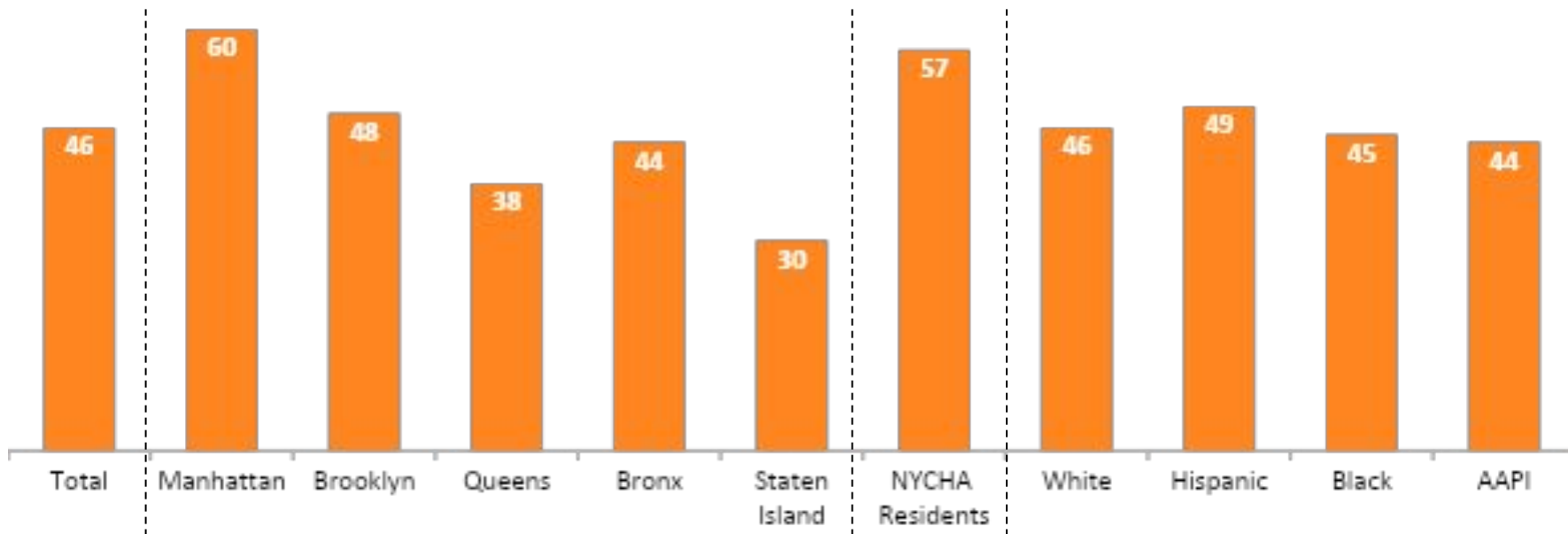
*[If they don't have unlimited data]: % run out of data at least **one month** a year*



Q. (IF NOT UNLIMITED DATA PLAN) How many months out of the year do you run out of data? For example, if you never run out of data, please enter "0". If you always run out of data, please enter "12". If you run out of data some months but not others, please enter your best guess for how many months out of the year this occurs. Your best estimate is fine.

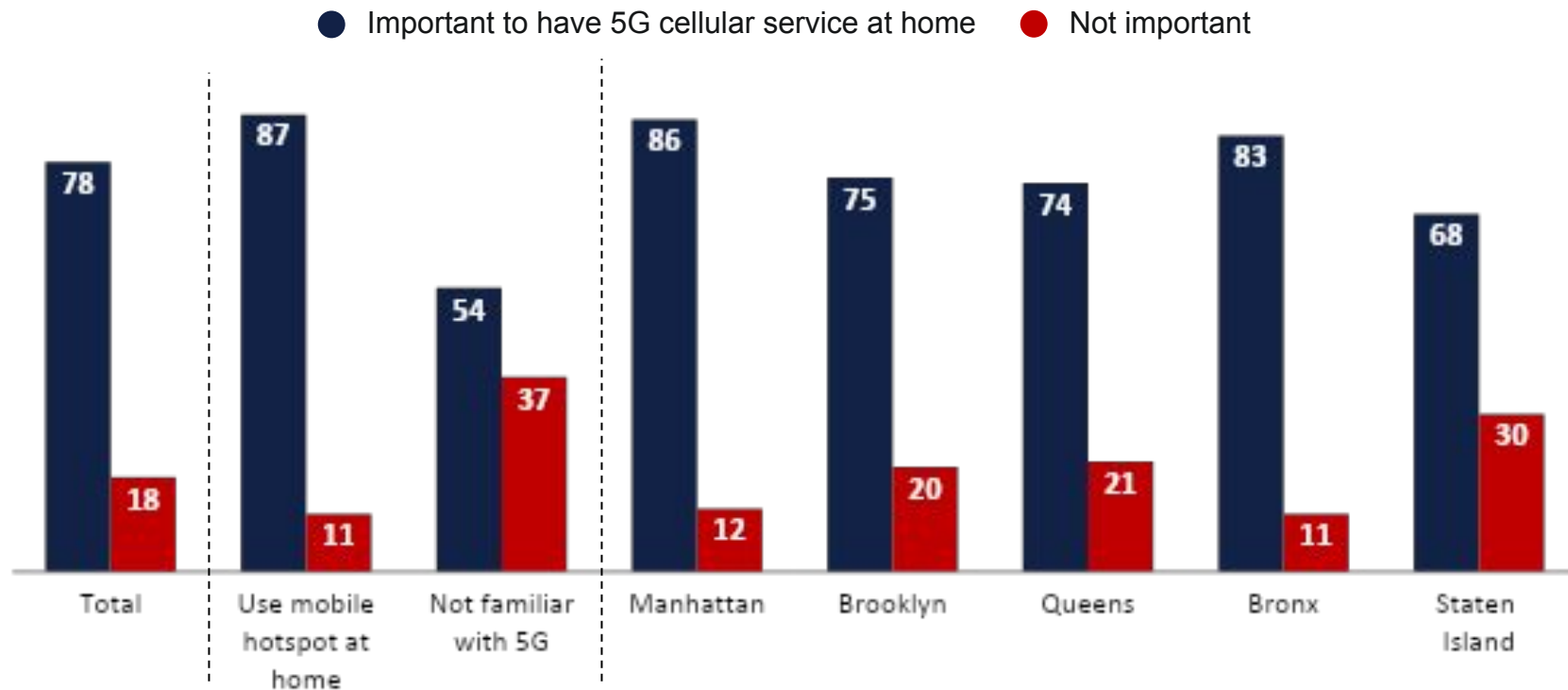
Almost half of New Yorkers report calls dropping at least a few times a month. Manhattan, Hispanic New Yorkers, and NYCHA residents experience dropped calls most often when moving about the city.

% run have mobile phone drop calls a few times a month or more



Q. How often does your mobile phone drop calls when you are moving about the city?

It is important to New Yorkers to have strong 5G cellular service at home, particularly for those who use a mobile hotspot to access internet at home. Those unfamiliar with 5G are less likely to desire access to it at home.

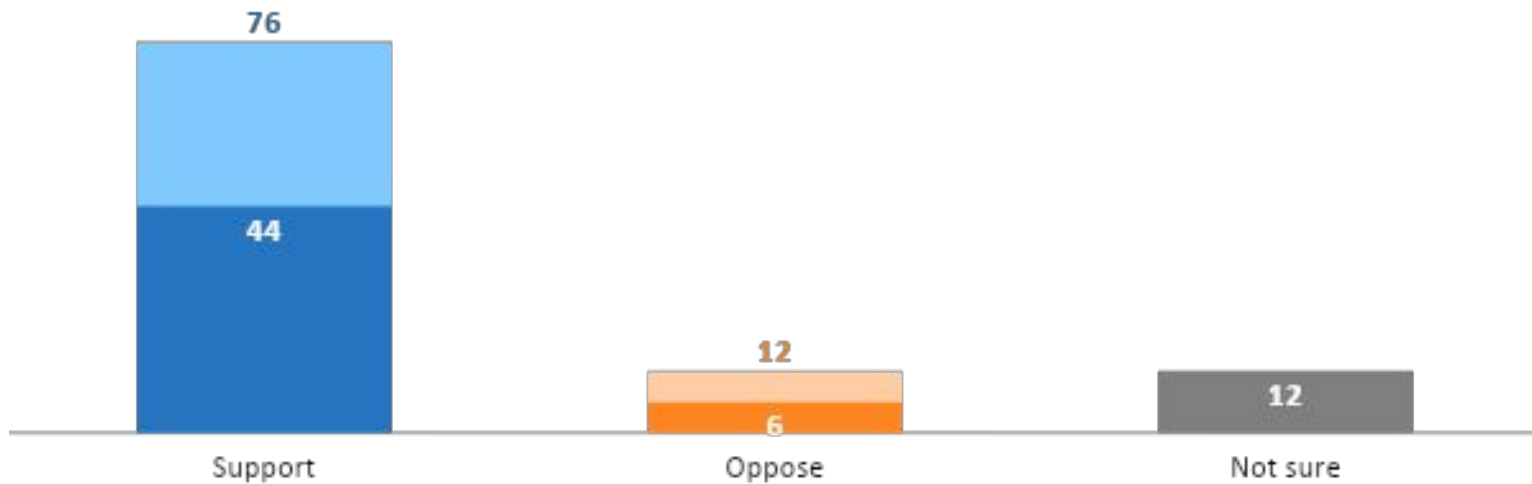


Q. How important is it to you personally that you have 5G cellular service at home?

Link5G Smart Poles

More than 3-in-4 New Yorkers support having Link5G smart poles in their neighborhood.

Darker shade = Stronger intensity



Q. Below is a picture of the new Link5G smart pole that will enable better 5G cellular coverage and free Wi-Fi connectivity around the smart poles' locations. Would you support having one of these smart poles in your neighborhood?

Geographic Distribution of Support for Link5G

Strongest regions of support (80-90%)

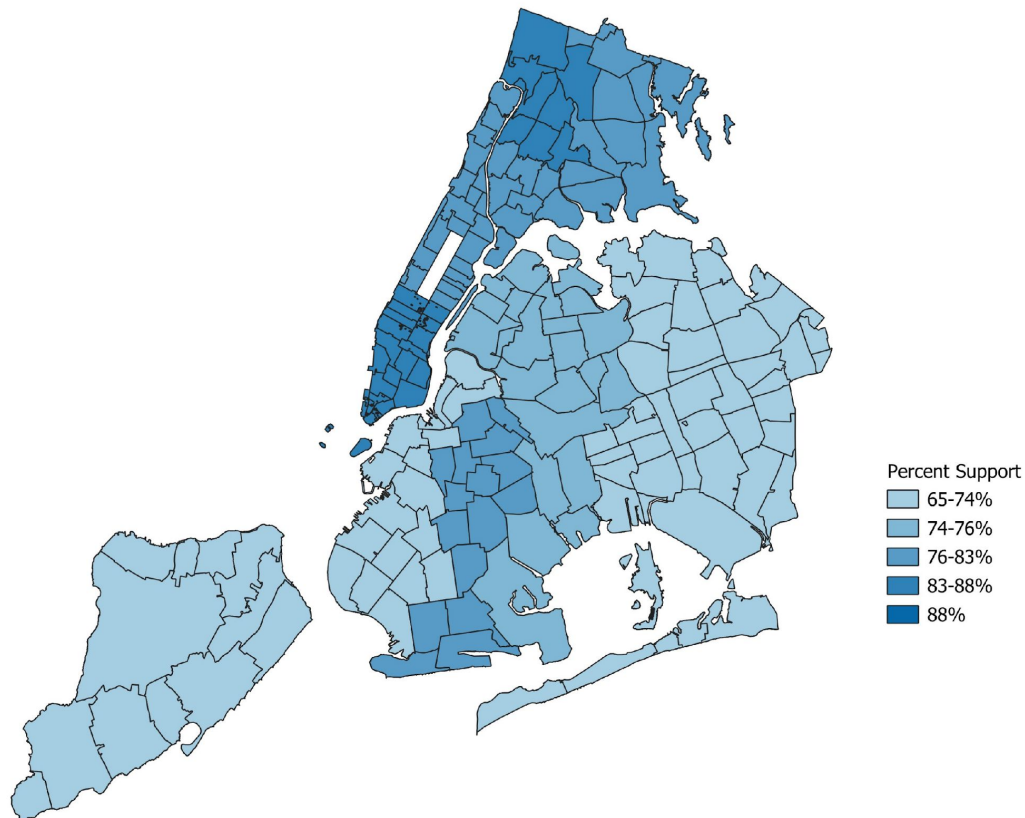
- Downtown
- North Bronx
- Central Brooklyn
- South Bronx

Middle-tier support (70-80%)

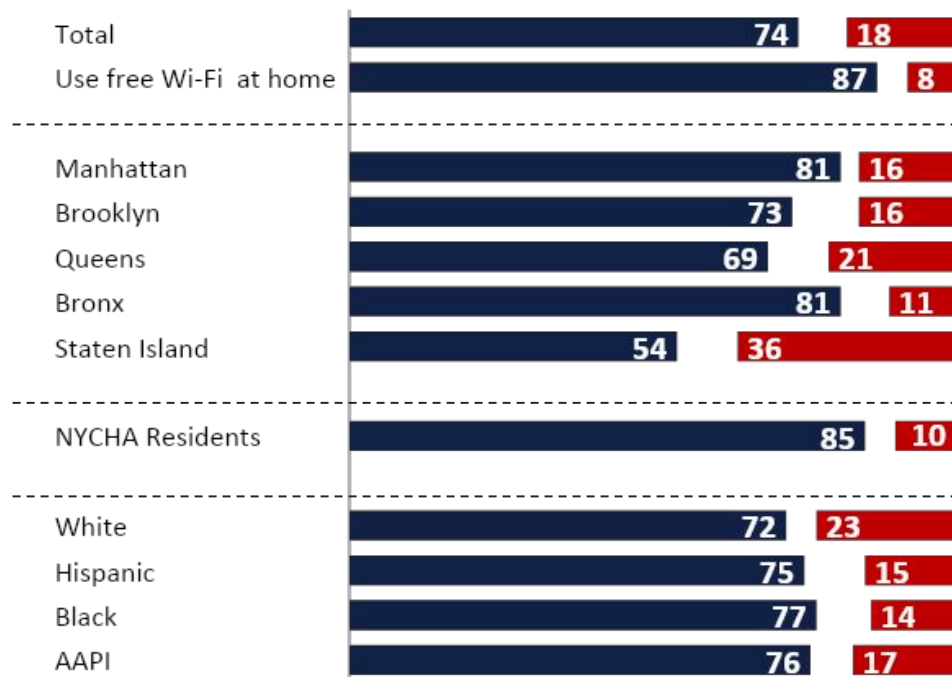
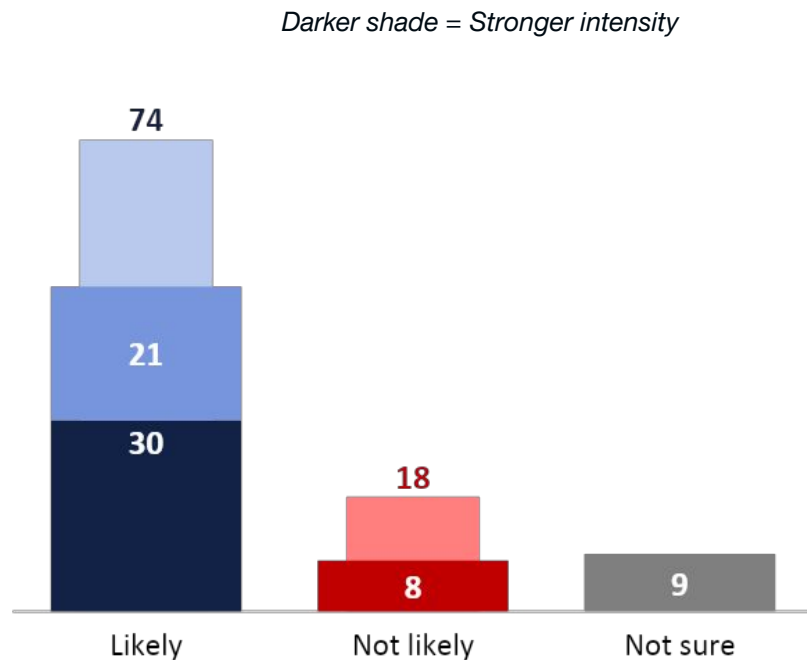
- Upper Manhattan
- East Brooklyn
- Northwest Queens
- South Queens

Weaker regions of support (65-70%)

- Staten Island
- Northeast Queens
- West Brooklyn



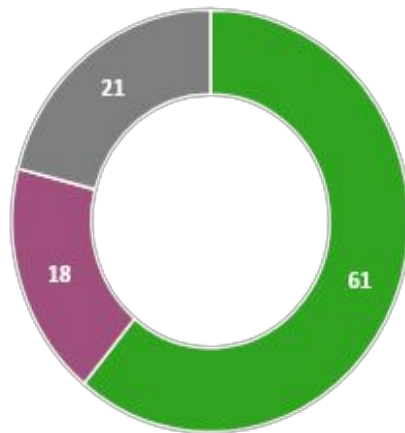
3-in-4 New Yorkers would be likely to use free Wi-Fi on Link5G smart poles if there was one in their neighborhood. Those who rely on free Wi-Fi to connect at home, New Yorkers of color, and NYCHA residents are particularly likely.



Q. How likely are you to use the free Wi-Fi, assuming there is a new Link5G smart pole in your neighborhood?

A majority of New Yorkers see the benefits of Link5G smart poles for their neighborhood and community, particularly in Black and AAPI communities.

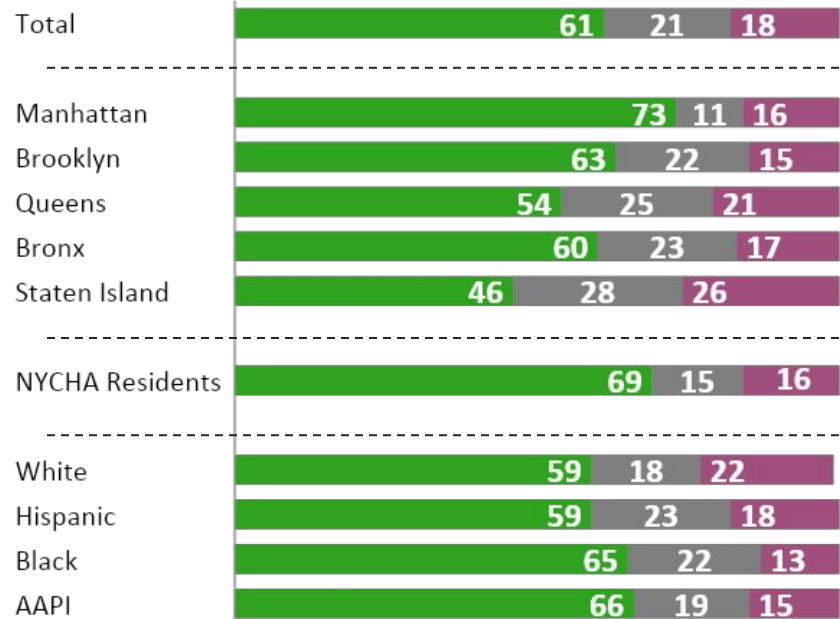
The Link5G smart poles **will provide needed benefits** for my neighborhood and community.



Not sure

The Link5G smart poles **will not provide an added value** for my neighborhood and community.

● Provide needed benefits ● Not sure ● No added value



Q. Which of the following statements better describes your view?

LinkNYC