

Comcast Cable Television Services

Opinion Survey of Canton, Massachusetts Households



CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH

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**UNIVERSITY OF MASSACHUSETTS DARTMOUTH
CENTER FOR POLICY ANALYSIS**

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EXECUTIVE SUMMARY

Cable television service for residents of Canton, Massachusetts is provided by Comcast, Inc. Comcast's existing license to provide cable television in Canton expires in November 2008. A telephone survey of Canton households was conducted to determine the satisfaction levels of Canton residents with the cable television services provided by Comcast. The results will be considered as the town reviews Comcast's application for a cable television license renewal.

The telephone survey was conducted using a survey instrument developed by the Center for Policy Analysis and the Town of Canton. A total of 697 telephone interviews were conducted with Canton households from February 19, 2008 to February 29, 2008. Nearly sixty percent of these households (58.2%, N=407) subscribe to Comcast, while 26.3 percent subscribe to Verizon FIOS (N=184), 8.4 percent subscribe to satellite service (N=59), and 7.0 percent have no service (N=49). Respondents who subscribe to Comcast pay an average of \$93.52 per month for their cable television service. Monthly payments range from a low of \$11.00 to a high of \$250.00.

On average, respondents are generally satisfied with the services they receive from Comcast. For example, when respondents were asked to rate the quality of various cable TV services they receive from Comcast on a scale of 1 to 5, with 1 meaning poor, 3 meaning OK, and 5 meaning great, respondents rate their overall satisfaction with Comcast as a 3.7 on the 1 to 5 scale. In addition, respondents rate the remaining categories as "OK" and above. Respondents are most satisfied with the quality of reception (4.1 average), followed by the quality of customer support (3.9 average), reliability of the converter box (3.9 average), response time on billing requires and complaints (3.8 average), reliability of the remote control device (3.7 average), response time of Comcast's service technicians (3.6 average), time to reach a customer service representative by telephone (3.5 average), and overall value for the price they pay (3.1 average).

Other results include:

Customer Service Office

Comcast currently operates a full-time customer service office on Washington Street in Canton, where cable television subscribers can pay bills and pick-up or return equipment. Respondents were asked how strongly they agree or disagree that Comcast should continue to operate the customer service office.

There is strong support to keep the customer service center open, with 40.9 percent of respondents indicating that they strongly agree that Comcast should continue to operate the customer service office and 41.5 percent of respondents indicating that they somewhat agree that Comcast should continue to operate the customer service office. Sixteen percent of respondents (16.4%) neither agree nor disagree that Comcast should continue to operate the customer service office, while 1.1 percent of respondents disagree and 0.1 percent strongly disagree.

Level of Contact with Comcast

Respondents were asked if they have called Comcast in the past year to resolve various problems such as loss of signal, poor reception, billing problems, or problems with cable equipment. Respondents were also asked the number of times in the past 12 months they have called for each issue.

Two-thirds of respondents (66.5 percent) have called customer service in the past year, while 33.5 percent of respondents have not called. Respondents who called Comcast in the past year were most likely to call for loss of service/signal (27.0%), followed by poor reception (14.7%), billing problems (13.8%), problems with cable equipment (12.4%), and other issues (10.4%). The highest average number of times called was for loss of service/signal (2.3 times annually), followed by problems with cable equipment (1.8 times annually), billing problems (1.7 times annually), other issues (1.7 times annually), and poor reception (1.6 times annually).

Local Access Programming

Respondents were asked several questions about Canton's local access programming, known as Canton Community TV. Canton community TV broadcasts educational and government access programming, including live government meetings, community events, and school events.

Respondents were first asked if they watch local programming on Canton Community TV channels (Cable 8, Cable 22, or Cable 12). Nearly two-thirds of respondents (65.6%) indicate that they watch local programming on Canton Community TV, while 34.4 percent of respondents do not watch local programming.

In addition, respondents were asked if they watch three specific types of programming on Canton Community TV. These programs include live government meetings, high school/educational and sporting events, and community programs. Nearly half of respondents indicate that they watch live government programs (49.9%) and community programs (49.5%) on Canton Community TV, while over forty percent of respondents (40.2%) watch high school, educational, and sporting events on Canton Community TV.

Respondents were also asked if video-on-demand for Canton local programming on local Channels 8, 12 and 22 is important. Video-on-demand allows customers to watch local programs at a time convenient for them. Forty-five percent of respondents (45.1%) agree that video-on-demand for local programming is important, while 39.1 percent of respondents indicate that it is not important and 15.9 percent of respondents do not know. It is likely that many respondents who indicate that they do not know are not familiar with the video-on-demand service.

Lastly, respondents were asked if the quality of reception of the local programming on Channels 8, 12 and 22 compares to the quality of reception of broadcast channels such as WCVB 5, NBC, and Fox. Over forty percent of respondents (41.5%) indicate that the quality of reception of the local programming on Channels 8, 12 and 22 compares to the quality of

reception of broadcast channels, while 39.5 percent of respondents feel that the quality of reception does not compare to broadcast channels and 19.0 percent of respondents indicate that they do not know.

Reasons for Not Subscribing to Comcast

Respondents who do not subscribe to Comcast (N=292) were asked to indicate on a scale of 1 to 5 why they do not subscribe to Comcast cable, with 1 meaning they strongly disagree and 5 meaning they strongly agree.

On average, respondents most strongly agree that they do not subscribe to Comcast cable because the monthly bill is too high (4.4 average) and that the installation cost is too high (4.0 average). These results are confirmed in many of the open-ended comments provided by respondents that are included at the end of the report. Respondents on average least agree that they do not subscribe to cable because Comcast cable is not available where they live (1.2 average), they have no television/do not watch TV (2.0 average), and that satellite is a better value (2.3 average).

1.00 INTRODUCTION

Cable television service for residents of Canton, Massachusetts is provided by Comcast, Inc. Comcast's existing cable television license to provide cable television in Canton expires in November 2008. The results of this telephone survey will help the Town determine how satisfied Canton residents are with the cable television services provided by Comcast and the results will be considered as the Town (i) requests services from Comcast for a renewal term and (ii) reviews Comcast's application for a cable television license renewal.

A total of 697 telephone interviews were conducted with Canton households from February 19, 2008 to February 29, 2008. Over 400 interviews (407) were conducted with Comcast cable television subscribers, which gives the survey a margin of error of +/-4.8%.¹

2.00 METHODOLOGY AND SURVEY TABULATION

2.10 Survey Instrument

The telephone survey was conducted using a survey instrument developed by the Center for Policy Analysis and the Town of Canton. A copy of the survey instrument can be found in Appendix A.

2.20 Sampling Procedures

The Center for Policy Analysis uses the Genesys Sampling System from Marketing Systems Group to generate random telephone numbers. The Genesys Sampling System is used by many major survey organizations. The system uses a list of all possible telephone numbers in the United States to randomly generate a telephone sample for a designated geographic area. The survey was conducted using a random digit dialing (RDD) sample. The RDD sample ensures an equal and known probability of selection for every residential telephone number in the sample frame.

2.30 Telephone Interviewer Training and Supervision

Student research assistants and Center staff were employed as telephone interviewers. These interviewers have conducted numerous telephone polls on behalf of the Center and all have been trained intensively, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.

¹ There is a 4.8 percent margin of error at a confidence interval of 95 percent. This means that if a question from the survey was asked 100 times, 95 of those times the percentage of people giving a particular answer to the question would be within 4.8 points of the percentage who gave the same answer in this poll. However, the number of responses is lower for some questions, thus the margin of error is higher in those cases.



The Center for Policy Analysis conducted interviews between 9:00 am and 8:00 pm on weekdays and 9:00 am to 4:00 pm on weekends. This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Return calls were scheduled at the convenience of the respondents. The Center's senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures. The survey procedures used by the Center for Policy Analysis adhere to the highest quality academic and government research standards.

2.40 Analysis of Results

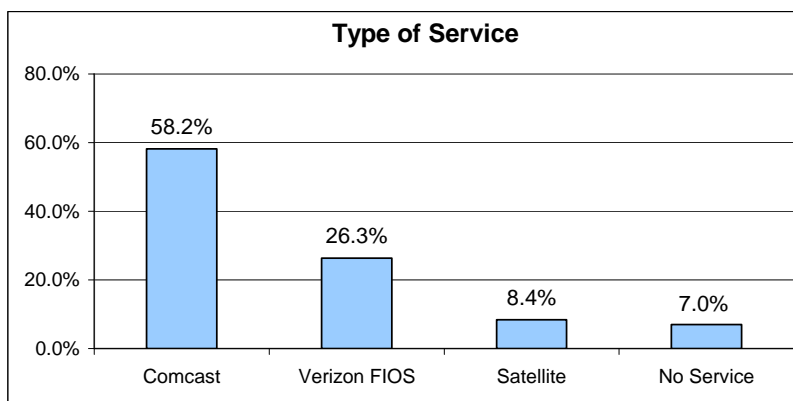
Basic frequencies were tabulated for each survey question (see Appendix B). The sample was weighted to account for sampling bias. Sampling bias is defined as the tendency of a sample to exclude some members of the sampling universe and over-represent others. In this sample, females and older respondents are over-represented. Weighting the data allocates more "weight" to groups that are under-represented (e.g. younger males), while providing less weight to groups that are over-represented (e.g. older females). In other words, weighting adjusts the sample so that it looks more like the actual population of Canton as defined by the U.S. Census Bureau. All data in this report has been weighted to adjust for sex and age.



3.00 SURVEY RESULTS

A total of 697 telephone interviews were conducted with Canton households. Nearly sixty percent of these households (58.2%, N=407) subscribe to Comcast, while 26.3 percent subscribe to Verizon FIOS (N=184), 8.4 percent subscribe to satellite service (N=59), and 7.0 percent have no service (N=49) (see Figure 1).

Figure 1



Respondents who subscribe to Comcast cable were asked a variety of questions, including their satisfaction with various services, local access programming, service calls, and the customer service office. Respondents who are not Comcast cable subscribers (41.7%, N=292) were asked to indicate the reasons that they do not subscribe to Comcast cable (see Section 3.60).

3.10 Monthly Cable Charge

Respondents pay an average of \$93.52 per month for their cable television service. Monthly payments range from a low of \$11.00 to a high of \$250.00. These costs may include Pay-Per-View, telephone, and Internet services.

Table 1
Monthly Cable Charge

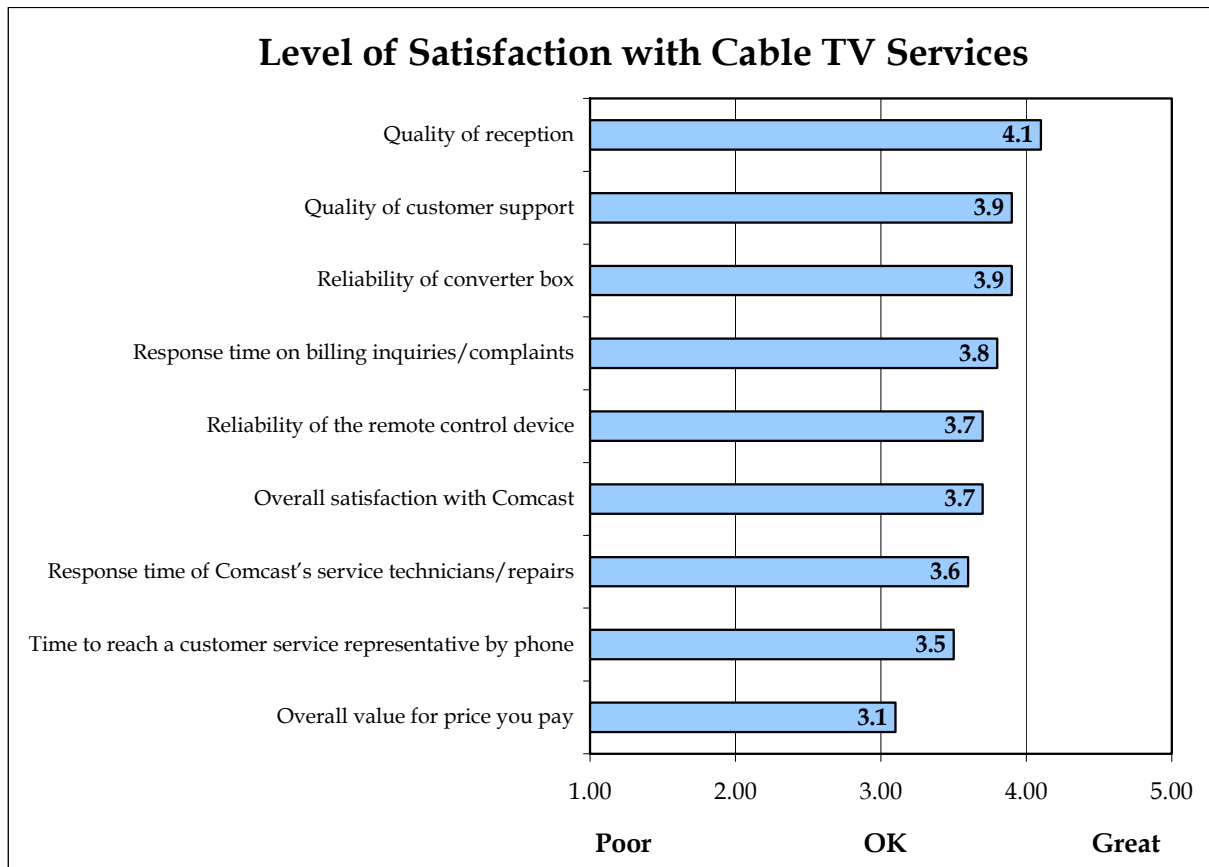
Monthly Charge	Percent
< \$75.00	35.8%
\$75.00 to \$99.99	26.1%
\$100.00 to \$149.99	22.9%
\$150.00 +	15.2%



3.20 Satisfaction with Quality of Comcast Cable TV Services

Respondents were asked to rate the quality of various cable TV services they receive on a scale of 1 to 5, with 1 meaning poor, 3 meaning OK, and 5 meaning great. On average, respondents are generally satisfied with the services they receive from Comcast, with respondents rating each category “OK” and above. Respondents are most satisfied with the quality of reception (4.1 average), followed by the quality of customer support (3.9 average), reliability of the converter box (3.9 average), response time on billing inquiries and complaints (3.8 average), reliability of the remote control device (3.7 average), overall satisfaction with Comcast (3.7 average), response time of Comcast’s service technicians (3.6 average), time to reach a customer service representative by telephone (3.5 average), and overall value for the price they pay (3.1 average) (see Figure 2).

Figure 2



3.30 Customer Service Office

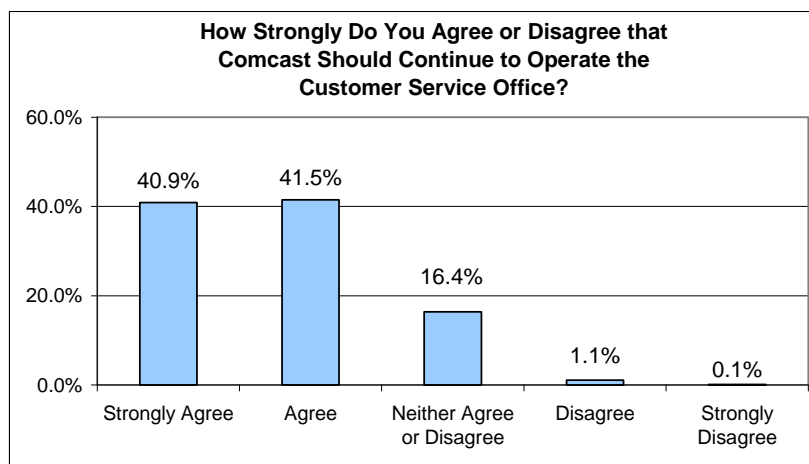
Comcast currently operates a full-time customer service office on Washington Street in Canton, where cable television subscribers can pay bills and pick-up or return equipment. Respondents were asked how strongly they agree or disagree that Comcast should continue to operate the customer service office.

There is strong support to keep the customer service center open, with 40.9 percent of respondents indicating that they strongly agree that Comcast should continue to operate the customer service office and 41.5 percent of respondents indicating that they somewhat agree that Comcast should continue to operate the customer service office. Nearly seventeen percent of respondents (16.4%) neither agree nor disagree that Comcast should continue to operate the customer service office, while 1.1 of respondents percent disagree and 0.1 percent strongly disagree (see Table 2 and Figure 3).

Table 2
How Strongly Do You Agree or Disagree that Comcast Should Continue to Operate the Customer Service Office in Canton?

	Percent
Strongly Agree	40.9%
Agree	41.5%
Neither Agree nor Disagree	16.4%
Disagree	1.1%
Strongly Disagree	0.1%

Figure 3



3.40 Level of Contact with Comcast

Respondents were asked if they have called Comcast in the past year to resolve various problems such as loss of signal, poor reception, billing problems, or problems with cable equipment. Respondents were also asked the number of times in the past 12 months they have called for each issue.

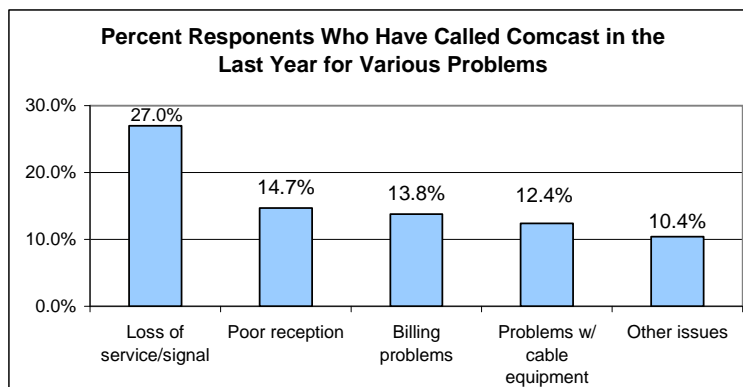
Two-thirds of respondents (66.5 percent) who subscribe to Comcast have called customer service in the past year, while 33.5 percent of respondents have not called. Respondents who called Comcast in the past year were most likely to call for loss of service/signal (27.0%), followed by poor reception (14.7%), billing problems (13.8%), problems with cable equipment (12.4%), and other issues (10.4%).² The highest average number of times called was for loss of service/signal (2.3 times annually), followed by problems with cable equipment (1.8 times annually), billing problems (1.7 times annually), other issues (1.7 times annually), and poor reception (1.6 times annually) (see Table 3 and Figure 4).

Table 3
Level of Contact with Comcast

Issue	Percent Who Called in Last 12 Months	Avg. # Times Called in Last 12 Months
loss of service/signal	27.0%	2.3
poor reception	14.7%	1.6
billing problems	13.8%	1.7
problems w/ cable equipment	12.4%	1.8
Other issues	10.4%	1.7

Note: Table is sorted by percent who called in the last 12 months.

Figure 4



² Note: “Other issues” include the slow response of service technicians and the price of service, although many respondents did not remember the reason they called customer service.



3.50 Local Access Programming

Respondents were asked several questions about Canton’s local access programming, known as Canton Community TV. Canton Community TV broadcasts educational and government access programming, including live government meetings, community events, and school events.

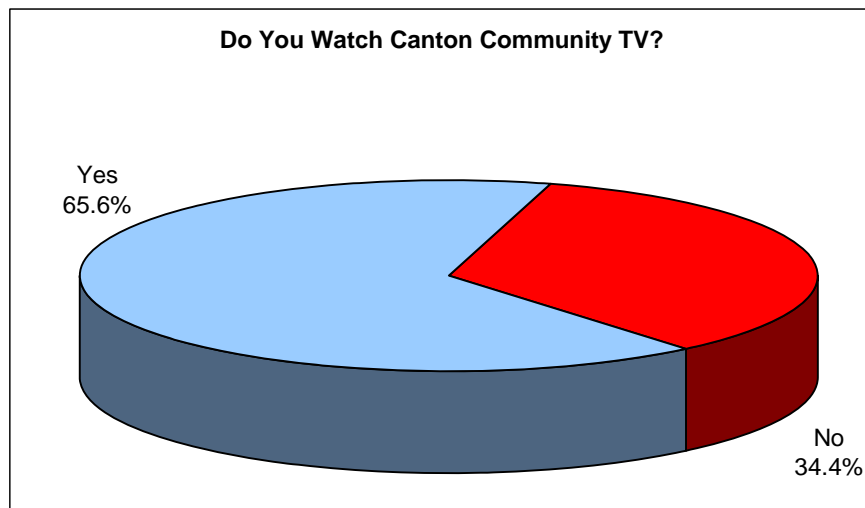
3.51 Do You Watch Canton Local Programming on Canton Community TV Channels on Cable 8, Cable 22 or Cable 12?

Respondents were asked if they watch local programming on Canton Community TV channels (Cable 8, Cable 22 or Cable 12). Nearly two-thirds of respondents (65.6%) indicate that they watch local programming on Canton Community TV, while 34.4 percent of respondents do not watch local programming (see Table 4 and Figure 5).

Table 4
Do You Watch Canton Community TV?

	Percent
Yes	65.6%
No	34.4%

Figure 5



3.52 Specific Local Programming Viewing

Respondents were asked if they watch three specific types of programming on Canton Community TV. These programs include:

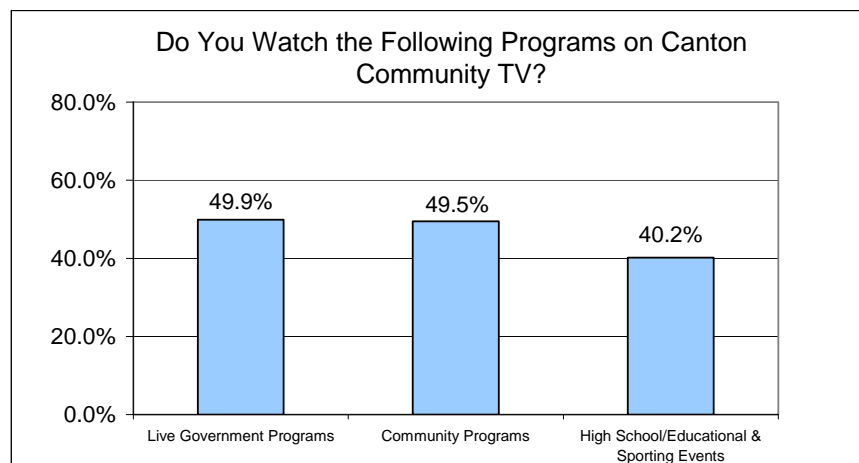
- Live government programs such as Selectmen’s meetings, Planning Board, or Finance meetings broadcast on Cable 22.
- High school/educational and sporting events broadcast on Cable 12.
- Community programs such as Main Street, talk programs, parades and other local events broadcast on Cable 8.

Nearly half of respondents indicate that they watch live government programs (49.9%) and community programs (49.5%) on Canton Community TV, while over forty percent of respondents (40.2%) watch high school, educational, and sporting events on Canton Community TV (see Table 5 and Figure 6).

Table 5
Do You Watch the Following Programs on Canton Community TV?

	Yes
Live Government Programs	49.9%
Community Programs	49.5%
High School/Educational & Sporting Events	40.2%

Figure 6



3.53 Events Respondents Would Like to See Covered on the Canton Community TV Channels

Respondents were asked if there are events that are not currently covered on Canton Community TV that they would like to see broadcast. Responses include:

- Canton Theater productions
- Developments (e.g. housing) in community that are being constructed
- Garden club (N=2)
- Historical Society (N=3)
- Library events
- Local church masses
- Children's events/programs (N=3)
- Concerts
- More high school sports (N=3)
- More senior programs
- NESN (N=2)
- News updates (briefings)
- Notifications on where road work is being done
- Safety issues
- Town Hall meetings
- Youth sports



3.54 Video-on-Demand for Local Programming

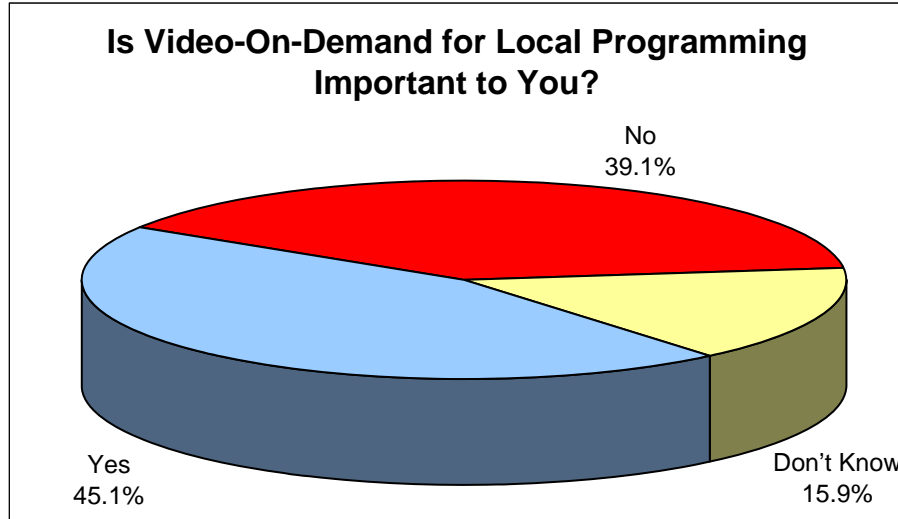
Respondents were asked if video-on-demand for Canton local programming on local Channels 8, 12 and 22 is important. Video-on-demand allows customers to watch local programs at a time convenient for them.

Forty-five percent of respondents (45.1%) agree that video-on-demand for local programming is important, while 39.1 percent of respondents indicate that it is not important and 15.9 percent of respondents do not know. It is likely that many respondents who indicate that they do not know are not familiar with the video-on-demand service (see Table 6 and Figure 7).

Table 6
Is Video-On-Demand for Local Programming Important to You??

	Percent
Yes	45.1%
No	39.1%
Don't Know	15.9%

Figure 7



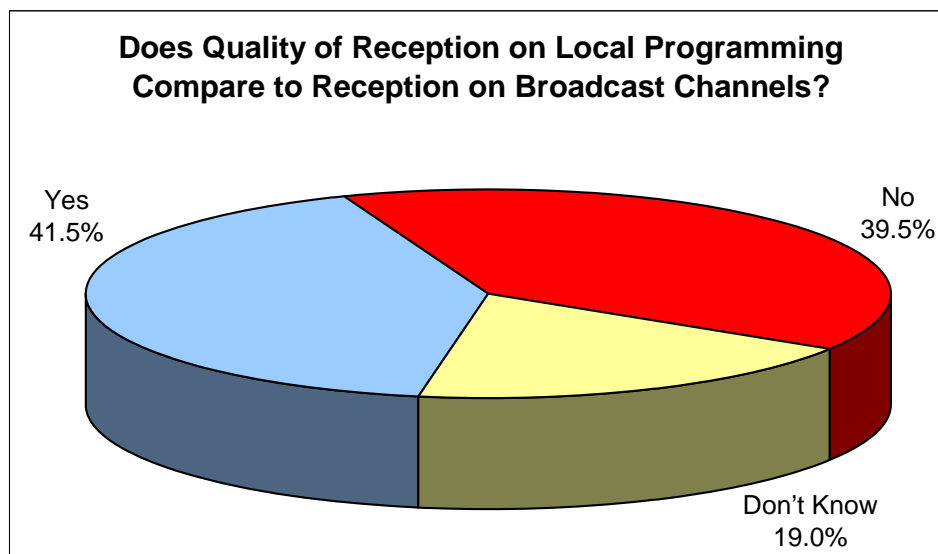
3.55 Quality of Reception

Respondents were asked if the quality of reception of the local programming on Channels 8, 12 and 22 compares to the quality of reception of broadcast channels such as WCVB 5, NBC, and Fox.³ Over forty percent of respondents (41.5%) indicate that the quality of reception of the local programming on Channels 8, 12 and 22 compares to the quality of reception of broadcast channels, while 39.5 percent of respondents feel that the quality of reception does not compare to broadcast channels and 19.0 percent of respondents do not know (see Table 7 and Figure 8).

Table 7
Does Quality of Reception of Local Programming Compare to Reception on Broadcast Channels?

	Percent
Yes	41.5%
No	39.5%
Don't Know	19.0%

Figure 8



³ This question was asked only of respondents who indicate that they watch local programming.



3.60 Reasons for Not Subscribing to Comcast

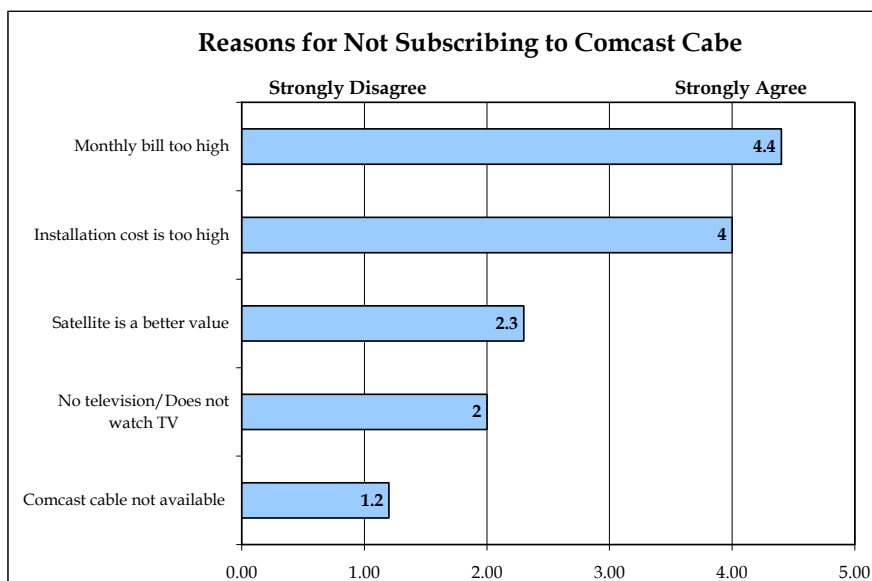
Respondents who do not subscribe to Comcast were asked to indicate on a scale of 1 to 5 why they do not subscribe to Comcast cable, with 1 meaning they strongly disagree and 5 meaning they strongly agree.⁴

On average, respondents most strongly agree that they do not subscribe to Comcast cable because the monthly bill is too high (4.4 average) and that the installation cost is too high (4.0 average). These results are echoed in the open-ended comments on the following page. Respondents on average least agree that they do not subscribe to cable because Comcast cable is not available where they live (1.2 average), they have no television/do not watch TV (2.0 average), and that satellite is a better value (2.3 average) (see Table 8 and Figure 9).

Table 8
Reason for Not Subscribing to Comcast

	Average Scale (1 to 5)
Monthly bill too high	4.4
Installation cost is too high	4.0
Satellite is a better value	2.3
No television/Does not watch TV	2.0
Comcast cable not available where respondent lives	1.2

Figure 9



⁴ Due to the lower number of responses for this question, the margin of error is higher than previous data (+/- 6.3%).



Respondents were asked to provide other reasons for not subscribing to Comcast cable. These comments include:

- Verizon FIOS is a better value/a better package for the money (N=71).
- Comcast is too expensive/price keeps rising (N= 30).
- Verizon FIOS has more options/channels/programming (N=22).
- Satellite is a much better value (N=15).
- Use antenna on roof (N=13).
- Doesn't have time to watch TV/Do not like TV (N=7).
- Verizon has better customer service (N=6).
- With Verizon FIOS it is easier to have everything on one bill (N=5).
- Employed by Verizon (N=5).
- Satellite has better programs (N=4).
- Satellite has better sports programs (N=4).
- Verizon has better reception (N=4).
- Religious reason (N=2).
- Comcast slow on response to a billing complaint.
- Comcast was too difficult to deal with and had too many options.
- Technical problems with Comcast.
- Took too long for Comcast to install.



3.70 Additional Comments

Respondents were asked to provide additional comments. These include:

- Comcast is too expensive (N=12).
- Comcast keeps raising price (N=4).
- Verizon FIOS is better/Happy with FIOS (N=4).
- Planning to switch to Verizon FIOS because it's cheaper and better (N=2).
- A lot of issues with bad phone connection with Comcast and customer service is not very responsive (N=2).
- Bill keeps increasing with no notice.
- Would prefer a-la-carte option.
- Comcast representatives are unprofessional.
- Comcast representatives should be more patient with seniors when they ask questions.
- Happy with Comcast.
- Extremely satisfied with Comcast.
- Lives in senior housing and has cable by through them.
- Lots of problems with telephone service [through Comcast].
- Phone service is not as good as Verizon.
- Having trouble with DISH during bad weather and is looking into Verizon or Comcast.
- Switched from Comcast to Verizon because it had a better package.
- TV and Internet are too expensive.
- Verizon FIOS is a better deal.
- Would like more cable competition and better packaging for price.



APPENDIX A - SURVEY INSTRUMENT

SURVEY OF CANTON RESIDENTS CABLE TV SATISFACTION

FEBRUARY 2008

Hi, my name is _____ and I'm calling from UMass Dartmouth. How are you today? We are conducting a short survey regarding cable television service in Canton. Are you a resident of Canton? **[If no, end interview].**

Comcast's license to provide cable television service to Canton residents expires in November 2008. The results of this survey will help the Town to determine how the community feels about the services Comcast provides and the results will be considered as the Canton Cable Advisory Committee deliberates Comcast's application for renewal. We will be grateful if you will please answer these short questions. Keep in mind that all responses are strictly confidential.

1. Do you subscribe to cable or video television service, such as Comcast, Verizon Fios, or Direct TV?

- 1 YES
- 2 NO [SKIP TO QUESTION 14]

2. To which service do you subscribe? Do you subscribe to [Read Choices]

- 1 COMCAST
- 2 VERIZON [SKIP TO QUESTION 14]
- 3 SATELLITE [SKIP TO QUESTION 14]
- 4 OTHER [SKIP TO QUESTION 14]

To what other service do you subscribe? _____

3. How much do you pay each month for cable TV? \$ _____



4. How would you rate the following categories on a scale of 1-5, with 1 being poor and 5 being best? How about

		Poor		O.K.		Best	DK
a.	Overall satisfaction with Comcast	1	2	3	4	5	6
b.	Quality of reception	1	2	3	4	5	6
c.	Reliability of converter box	1	2	3	4	5	6
d.	Reliability of the remote control device	1	2	3	4	5	6
e.	Response time of Comcast's service technicians/repairs	1	2	3	4	5	6
f.	Response time on billing inquiries/complaints	1	2	3	4	5	6
g.	Quality of customer support	1	2	3	4	5	6
h.	Overall value for price you pay for Comcast Cable Television Service	1	2	3	4	5	6
i.	Time to reach a Comcast customer service representative by phone	1	2	3	4	5	6

5. Comcast currently operates a full-time customer service office on Washington Street in Canton, where cable television subscribers can pay bills and pick-up or return equipment. How strongly do you agree or disagree that Comcast should continue to operate the customer service office in Canton? Do you

- 1 STRONGLY AGREE
- 2 AGREE
- 3 NEITHER AGREE OR DISAGREE
- 4 DISAGREE
- 5 STRONGLY DISAGREE
- 9 DK/REFUSED



**6. How many times in the past year have you called Comcast regarding any of the following?
[If respondent has not called please put in "0"]**

- 1 LOSS OF SERVICE/SIGNAL _____
- 2 POOR RECEPTION _____
- 3 BILLING PROBLEMS _____
- 4 PROBLEMS WITH CABLE EQUIPMENT _____
- 5 OTHER CABLE COMPLAINTS _____

What other complaint(s) did you have?

7. Do you watch Canton local programming on Canton Community TV channels on Cable 8, Cable 22 or Cable 12?

- 1 YES
- 2 NO
- 9 DK/REFUSED

8. Do you watch live government programs such as Selectmen's meetings, Planning Board or Finance meetings broadcast on Cable 22?

- 1 YES
- 2 NO
- 9 DK/REFUSED

9. Do you watch any of the high school/educational and sporting events on Cable 12?

- 1 YES
- 2 NO
- 9 DK/REFUSED

10. Do you watch community programs such as Main Street, talk programs, parades and other local events on Cable 8?

- 1 YES
- 2 NO
- 9 DK/REFUSED



11. Are there events that are not currently covered that you would like to see covered on the Canton Community TV channels?

12. Is video-on-demand for Canton local programming on local Channels 8, 12 and 22 be important to you, that is, you could watch local programs at a time convenient for you?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

13. [If respondent watches local programming – Question 7]

Does the quality of reception of the local programming on Channels 8, 12 & 22 compare to the quality of reception of broadcast channels such as WCVB 5, NBC and Fox?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED



[Only ask the next question if the respondent DOES NOT have cable TV]

14 I am going to read to you a list of reasons why some residents might not subscribe to Comcast cable. On a scale of 1 to 5, with 1 meaning that you strongly disagree and 5 meaning that you strongly agree, can you explain why you have chosen not to subscribe to Comcast cable?

	Strongly Disagree			Strongly Agree		DK
a. The installation cost is too high	1	2	3	4	5	6
b. The monthly bill is too high	1	2	3	4	5	6
c. Satellite is a better value	1	2	3	4	5	6
d. You have no television/You don't watch much TV	1	2	3	4	5	6
e. Cable is not available on your street	1	2	3	4	5	6
f. Any other reason?						

Ok, we are almost done. I would just like to ask a few questions about you.

15. Do you mind telling me your age? _____

16. Sex

- 1 MALE
- 2 FEMALE



APPENDIX B - FREQUENCIES

Do you subscribe to a cable or VT service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	648	93.0	93.0	93.0
	no	49	7.0	7.0	100.0
	Total	697	100.0	100.0	

Which service do you subscribe to?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	comcast	407	58.4	62.6	62.6
	verizon	184	26.4	28.3	90.9
	satellite	59	8.5	9.1	100.0
	Total	650	93.3	100.0	
Missing	System	47	6.7		
	Total	697	100.0		

Overall satisfaction with Comcast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	.5	.9	.9
	2	22	3.2	5.5	6.3
	3	150	21.5	36.9	43.2
	4	142	20.4	35.0	78.2
	5	89	12.7	21.8	100.0
	Total	407	58.4	100.0	
Missing	System	290	41.6		
	Total	697	100.0		



Quality of reception

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.2	.4	.4
	2	1	.2	.3	.7
	3	108	15.5	26.6	27.3
	4	144	20.6	35.3	62.5
	5	152	21.9	37.5	100.0
	Total	407	58.4	100.0	
Missing	System	290	41.6		
Total		697	100.0		

Reliability of converter box

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.4	.8	.8
	2	6	.9	1.7	2.5
	3	126	18.1	33.3	35.8
	4	125	17.9	33.0	68.8
	5	118	17.0	31.2	100.0
	Total	379	54.4	100.0	
Missing	6	26	3.7		
	System	292	42.0		
	Total	318	45.6		
Total		697	100.0		

Reliability of the remote control box

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	.6	1.1	1.1
	2	13	1.8	3.1	4.2
	3	149	21.4	37.0	41.2
	4	153	22.0	38.0	79.2
	5	84	12.0	20.8	100.0
	Total	403	57.8	100.0	
Missing	6	3	.4		
	System	291	41.8		
	Total	294	42.2		
Total		697	100.0		



Response time of service technicians/repairs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.5	1.0	1.0
	2	18	2.6	5.8	6.8
	3	134	19.3	42.4	49.2
	4	100	14.3	31.4	80.7
	5	61	8.8	19.3	100.0
	Total	317	45.4	100.0	
Missing	6	89	12.7		
	System	292	41.8		
	Total	380	54.6		
Total		697	100.0		

Response time on billing inquiries/complaints

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.4	.4
	2	10	1.4	3.1	3.6
	3	107	15.4	34.1	37.7
	4	127	18.2	40.4	78.1
	5	69	9.9	21.9	100.0
	Total	314	45.1	100.0	
Missing	6	92	13.1		
	System	291	41.8		
	Total	383	54.9		
Total		697	100.0		

Quality of customer support

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	.7	1.3	1.3
	2	9	1.4	2.6	3.9
	3	117	16.8	32.6	36.6
	4	126	18.1	35.2	71.8
	5	101	14.5	28.2	100.0
	Total	359	51.5	100.0	
Missing	6	46	6.6		
	System	292	41.8		
	Total	338	48.5		
Total		697	100.0		



Overall value for price you pay for Comcast Cable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	54	7.8	13.6	13.6
	2	55	7.9	13.8	27.4
	3	142	20.4	35.6	63.1
	4	90	12.9	22.6	85.7
	5	57	8.2	14.3	100.0
	Total	399	57.2	100.0	
Missing	6	6	.9		
	System	292	41.8		
	Total	298	42.8		
Total		697	100.0		

Time to reach a Comcast customer service rep by phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	1.5	2.9	2.9
	2	32	4.6	9.1	12.0
	3	133	19.1	37.6	49.6
	4	137	19.6	38.7	88.3
	5	41	5.9	11.7	100.0
	Total	354	50.8	100.0	
Missing	6	47	6.7		
	System	296	42.5		
	Total	343	49.2		
Total		697	100.0		



Should Comcast continue to operate a customer service office in Canton?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	162	23.2	40.9	40.9
	agree	164	23.6	41.5	82.4
	neither agree nor disagree	65	9.3	16.4	98.8
	disagree	4	.6	1.1	99.9
	strongly disagree	1	.1	.1	100.0
	Total	396	56.8	100.0	
Missing	dk/refused	9	1.3		
	System	292	41.9		
Total		301	43.2		
Total		697	100.0		

How many times in the past year have you lost service/signal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	99	14.2	52.5	52.5
	2	45	6.5	24.0	76.5
	3	22	3.2	11.7	88.2
	4	3	.4	1.4	89.7
	5	6	.9	3.3	92.9
	6	4	.5	2.0	94.9
	10	7	1.0	3.6	98.5
	12	1	.2	.6	99.2
	20	2	.2	.8	100.0
	Total	188	27.0	100.0	
Missing	System	509	73.0		
Total		697	100.0		



How many times in the past year have you had poor reception?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	64	9.1	62.0	62.0
	2	26	3.7	25.4	87.3
	3	9	1.3	9.1	96.5
	4	2	.2	1.5	98.0
	5	2	.2	1.6	99.5
	7	1	.1	.5	100.0
	Total	103	14.7	100.0	
Missing	System	594	85.3		
Total		697	100.0		

How many times in the past year have you had billing problems?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	58	8.3	60.5	60.5
	2	25	3.7	26.6	87.0
	3	4	.5	3.9	90.9
	4	3	.4	2.9	93.8
	6	6	.9	6.2	100.0
	Total	96	13.8	100.0	
Missing	System	601	86.2		
Total		697	100.0		

How many times in the past year have you had problems with cable equipment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	7.4	59.8	59.8
	2	22	3.1	25.2	84.9
	3	11	1.6	13.1	98.0
	4	1	.1	.6	98.6
	20	1	.2	1.4	100.0
	Total	87	12.4	100.0	
Missing	System	610	87.6		
Total		697	100.0		



How many times in the past year have you had other cable complaints?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	62	8.9	86.2	86.2
	2	1	.2	1.8	88.1
	3	7	1.1	10.3	98.3
	30	1	.2	1.7	100.0
	Total	72	10.4	100.0	
Missing	System	625	89.6		
Total		697	100.0		

Do you watch Canton local programming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	265	38.1	65.6	65.6
	no	139	20.0	34.4	100.0
	Total	405	58.1	100.0	
Missing	dk/refused	1	.2		
	System	291	41.7		
	Total	292	41.9		
Total		697	100.0		

Do you watch live government programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	197	28.3	49.9	49.9
	no	198	28.4	50.1	100.0
	Total	395	56.7	100.0	
Missing	dk/refused	8	1.2		
	System	294	42.1		
	Total	302	43.3		
Total		697	100.0		



Do you watch high school sporting events on Cable 12?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	158	22.7	40.2	40.2
	no	235	33.8	59.8	100.0
	Total	393	56.5	100.0	
Missing	dk/refused	10	1.4		
	System	294	42.1		
	Total	304	43.5		
Total		697	100.0		

Do you watch community programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	192	27.6	49.5	49.5
	no	196	28.1	50.5	100.0
	Total	388	55.7	100.0	
Missing	dk/refused	15	2.1		
	System	294	42.2		
	Total	309	44.3		
Total		697	100.0		

Is VOD important?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	181	26.0	45.1	45.1
	no	157	22.6	39.1	84.1
	don't know	64	9.2	15.9	100.0
	Total	403	57.8	100.0	
Missing	System	294	42.2		
Total		697	100.0		



Does the quality of reception of the local programming compare to broadcast channels?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	117	16.8	41.5	41.5
	no	111	15.9	39.5	81.0
	don't know	54	7.7	19.0	100.0
	Total	282	40.4	100.0	
Missing	System	415	59.6		
Total		697	100.0		

The installation cost is too high

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	1.7	5.0	5.0
	2	10	1.4	4.2	9.1
	3	47	6.7	19.2	28.4
	4	65	9.3	26.7	55.1
	5	109	15.6	44.9	100.0
	Total	243	34.8	100.0	
Missing	6	30	4.2		
	System	425	61.0		
	Total	454	65.2		
Total		697	100.0		

The monthly bill is too high

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.1	3.1	3.1
	2	5	.7	1.9	4.9
	3	31	4.4	12.0	17.0
	4	47	6.8	18.5	35.5
	5	166	23.8	64.5	100.0
	Total	257	36.9	100.0	
Missing	6	19	2.7		
	System	421	60.4		
	Total	440	63.1		
Total		697	100.0		



Satellite is a better value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	109	15.7	61.8	61.8
	2	8	1.2	4.8	66.6
	3	6	.9	3.6	70.2
	4	9	1.3	5.1	75.3
	5	44	6.3	24.7	100.0
	Total	176	25.3	100.0	
Missing	6	54	7.7		
	System	467	67.0		
	Total	521	74.7		
Total		697	100.0		

You have no television/you don't watch much tv

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	148	21.2	65.2	65.2
	2	15	2.1	6.4	71.6
	3	15	2.1	6.5	78.1
	4	19	2.7	8.4	86.5
	5	31	4.4	13.5	100.0
	Total	227	32.5	100.0	
Missing	6	10	1.5		
	System	460	66.0		
	Total	470	67.5		
Total		697	100.0		

Cable is not available on your street

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	189	27.1	95.0	95.0
	2	2	.2	.8	95.8
	5	8	1.2	4.2	100.0
	Total	199	28.6	100.0	
Missing	6	21	3.1		
	System	477	68.4		
	Total	498	71.4		
Total		697	100.0		



Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	318	45.6	45.6	45.6
	female	379	54.4	54.4	100.0
	Total	697	100.0	100.0	

