

# Comcast Cable Television Services

Opinion Survey of Easton, Massachusetts  
Households



CENTER FOR POLICY ANALYSIS  
UNIVERSITY OF MASSACHUSETTS  
DARTMOUTH

**February 2008**

**UNIVERSITY OF MASSACHUSETTS DARTMOUTH**  
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*Polling and Program Evaluation Research Series No. 60*

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## EXECUTIVE SUMMARY

Cable television service for residents of Easton, Massachusetts is provided by Comcast, Inc. Comcast's existing cable television license to provide cable television in Easton expires in November 2008. A telephone survey of Easton households was conducted to assist the town to determine how satisfied Easton residents are 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 Easton. A total of 482 telephone interviews were conducted with Easton households from January 15, 2008 to January 25, 2008. More than four in five respondents (84.7%, N=408) subscribe to Comcast cable television and pay an average of \$64.42 per month for their cable television service, not including internet or telephone services. While Comcast is the sole cable television provider in Easton, 90.7 percent of respondents would like to see other companies provide cable television services in Easton.

Nearly all respondents (99.7%) indicate that Comcast cable is available where they live, while 75.1 percent of respondents indicate that Comcast cable is available where they work. Overall, there is strong support to extend Comcast cable television to all Easton residents and businesses. For example, almost nine-tenths of respondents (87.7%) agree that cable television services should be available to all residents and 71.7 percent of respondents agree that cable television services should be made available to all Easton businesses.

On average, respondents are generally satisfied with the services they receive from Comcast. For example, 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. Respondents are most satisfied with the reliability of billing (4.2 average), reliability of their converter box (4.1 average) and the quality of signal reception (4.1 average). Respondents are least satisfied with the overall value for the price paid (2.7 average), which is the only choice that respondents rate less than "OK."

Other results include:

### **Level of Contact with Comcast**

Respondents were asked if they have called Comcast in the past year to resolve various problems and how many times in the past year they have called. More than half (57.1%) of respondents who subscribe to Comcast called customer service in the past year. Respondents who called Comcast in the past year were most likely to call for loss of service/signal (46.4%), followed by problems with cable equipment (26.9%), poor reception (23.0%), billing problems (21.0%), and other issues (9.3%). The highest average number of times called was for loss of service/signal (2.5 average), followed by problems with cable equipment (2.1 average), poor reception (2.1 average), other issues (2.0 average) and billing problems (1.9 average).

## **Programming Levels**

Respondents were read a list of various types of programs provided on Comcast cable and asked to rate the level of programming on a scale of 1 to 5, with 1 meaning too few programs, 3 meaning just right, and 5 meaning too many programs. On average, respondents indicate that there are too few children's educational (2.5 average), adult educational (2.6 average), travel (2.6 average), arts and entertainment (2.7 average), community/local access (2.7 average), comedy (2.9 average), and children's (2.9 average) programs, although some of these results are very close to being "just right."

Conversely, on average respondents indicate that there are too many home shopping (3.8 average), regional or national news (3.30 average), regional or national sports (3.2 average), religious (3.2 average), adult entertainment (3.2 average), live-coverage/government hearings (3.1 average), pay-per-view (3.1 average) and music video (3.1 average) programs, although some of these results are very close to being "just right."

## **"a-la-carte" Billing**

Respondents were asked if they would like the opportunity to buy cable channels from Comcast "a-la-carte," in other words, they would only purchase the cable channels they want to watch. Eighty-five percent of respondents (85.0%) indicate that they would like to buy cable channels a-la-carte, while 15.0 percent of respondents would not like the opportunity to buy channels a-la-carte. Some respondents who indicate that they would not like the opportunity to purchase channels a-la-carte are concerned that cable rates will rise if channels are purchased in this manner.

## **Local Access Programming**

Comcast currently programs Easton's local access channels from its local studio on Plymouth Street in Easton. Respondents were asked if they are aware of the local access programming that is broadcast in Easton, for example, Board of Selectmen and School Committee meetings, town meetings and community events. More than nine-in-ten respondents (91.1%) are familiar with local access programming, while 8.9 percent of respondents are not familiar with local programming.

As a follow-up, respondents were asked how interested they are in various types of local programming on a scale of 1 to 5, with 1 meaning that they are not very interested and 5 meaning that they are very interested. The choices include government meetings, school related programs, programs produced by citizens and sporting events. There is a moderate level of interest among respondents for broadcasting each type of programming choice, led by government meetings (3.2 average), sporting events (3.0 average), programming produced by other citizens (2.8 average), and school-related programs (2.8 average).

## **Customer Service Office**

Comcast currently operates and staffs a customer service office on Plymouth Street in Easton, where subscribers can pick-up or return equipment and pay bills. Respondents were asked how strongly they agree or disagree that Comcast should continue to operate the customer service center.

There is strong support to keep the customer service center open, with 54.0 percent of respondents indicating that they strongly agree and 24.3 percent of respondents indicating that they somewhat agree that Comcast should continue to operate the customer service office. Nearly seventeen percent of respondents (16.8%) neither agree nor disagree that Comcast should continue to operate the customer service office, while 0.8 percent somewhat disagree and 4.0 percent strongly disagree.

### **Senior Citizen Discount**

Respondents were asked if senior citizens should receive a discount for their cable television service. More than ninety percent (93.4%) of respondents indicate that seniors should receive a discount. In addition, nearly two-thirds of these respondents (64.1%) feel that this discount should be extended to all seniors regardless of income, while a third (33.1%) of respondents indicate that the discount should be based on income and 2.9 percent do not know. More than eighty percent of respondents (83.9%) indicate that a discount for seniors should be negotiated as a requirement of the new cable contract, while 1.7 percent of respondents feel that a senior discount should not be negotiated and 14.4 percent do not know.

### **I-Net**

As part of its current license with Easton, Comcast provides and maintains a separate network for the Town's audio and video, called the I-Net. Respondents were asked if they support the continued use of the I-Net by the town for audio and video purposes. Nearly two-thirds of respondents (63.4%) support the continued use of the I-Net, while 4.9 percent of respondents do not support the continued use of the I-Net and 31.7 percent do not know. It is likely that a significant number of respondents who indicate that they do not know if they support the continued use of the I-Net are not familiar with the service.

### **Emergency Override Capacity**

Comcast currently provides Easton with the ability to override programming on the cable system with emergency messages. There is strong support for the town to maintain the ability to override programming. For example, 99.5 percent of respondents agree that Comcast should continue to provide Easton with an ability to override programming with emergency messages. In addition, 95.6 percent of these respondents indicate that the emergency override capacity should be negotiated as a continuing requirement of the new cable TV license.

### **Reasons for Not Subscribing to Comcast**

Non-subscribers (17.5%, N=74) 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 cable because they use a satellite dish to receive signals (4.5 average), the monthly bill is too high (4.0 average) and that the installation cost is too high (3.3 average). Respondents on average least agree that they do not subscribe to cable because Comcast cable is not available on their street (1.0 average), they have no television/do not watch TV (1.8 average), and that they use over the air signals only (2.0 average).

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## **1.00 INTRODUCTION**

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

A total of 482 telephone interviews were conducted with Easton households from January 15, 2008 to January 25, 2008. More than four in five respondents (84.7%, N=408) subscribe to Comcast cable television, for a margin of error of +/-4.7%.<sup>1</sup>

## **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 Easton. 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.

The Center for Policy Analysis conducted interviews between 9:00 am and 8:00 pm on weekdays and 9:00 am to 5:00 pm on Saturday. This range of hours provides the interviewers

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<sup>1</sup> There is a 4.7 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 4.7 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.



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 Easton 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 482 telephone interviews were conducted with Easton households. More than four in five respondents (84.7%, N=408) subscribe to Comcast cable television. Respondents who subscribe to cable were asked a variety of questions, including the availability of Comcast cable television, satisfaction with various services, levels of programming, local access channels, senior discounts, and the I-Net. Respondents who are not Comcast cable subscribers (15.3%, N=74) were asked to indicate the reasons that they do not subscribe to Comcast cable (see Section 3.91).

### 3.10 Availability of Comcast Cable Television and Competition

#### 3.11 Availability of Comcast Services at Home and at Work

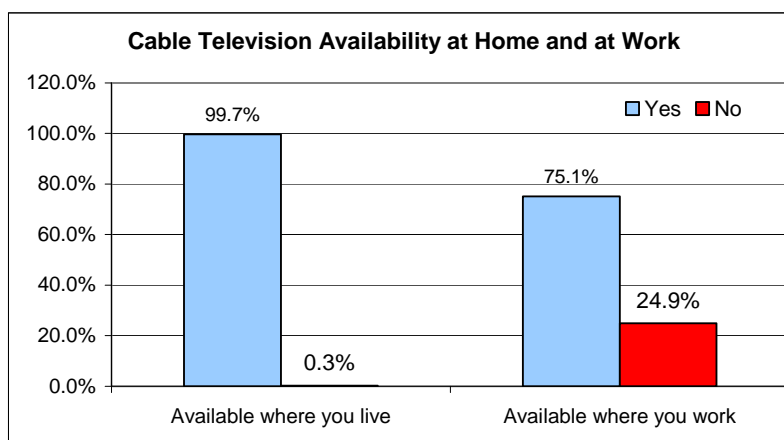
Respondents were asked if Comcast cable television service is available where they live and where they work in Easton. All but one respondent (99.7%) indicate that Comcast cable is available where they live, while 75.1 percent of respondents indicate that Comcast cable is available where they work (see Table 1 and Figure 1).<sup>2</sup>

**Table 1**  
**Cable Television Availability at Home**

	Yes	No
Available where you live	99.7%	0.3%
*Available where you work	75.1%	24.9%

\*Note: There were only 134 respondents who work in Easton, thus conclusions should be made with caution.

**Figure 1**



<sup>2</sup> Respondents who are retired or do not work in Easton are not included in the sample.



### 3.12 Availability of Cable Television Town-Wide

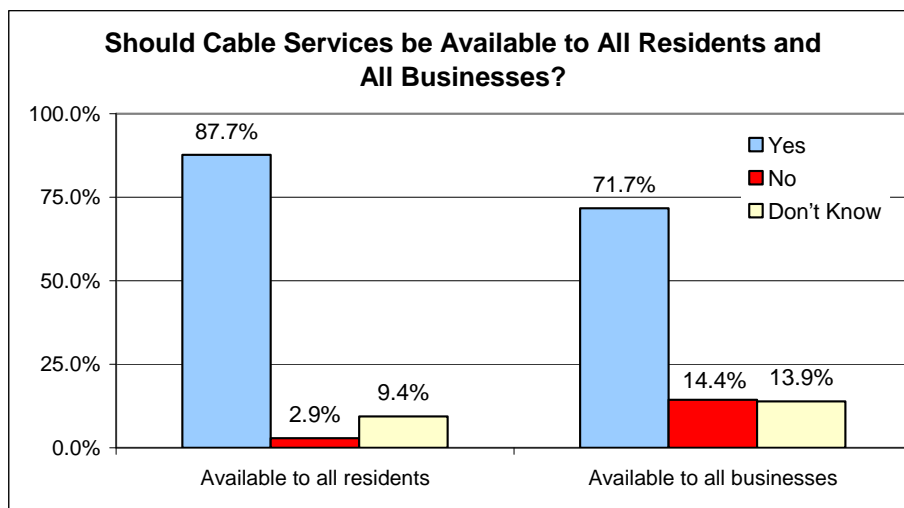
Comcast cable television services are not available to all residents and businesses. Respondents were asked if cable television services should be available to all residents and all businesses, without additional charges to new customers other than “standard” installation charges.

Overall, there is strong support to make Comcast cable television services available to all Easton residents and businesses. For example, nearly ninety percent of respondents (87.7%) agree that cable television services should be available to all residents, while 2.9 percent do not agree and 9.4 percent do not know. A smaller majority of respondents (71.7%) agree that cable television services should be made available to all Easton businesses, while 14.4 percent do not agree and 13.9 percent do not know (see Table 2 and Figure 2).

**Table 2**  
**Cable Television Availability**

	Yes	No	Don't Know
Available to all residents	87.7%	2.9%	9.4%
Available to all businesses	71.7%	14.4%	13.9%

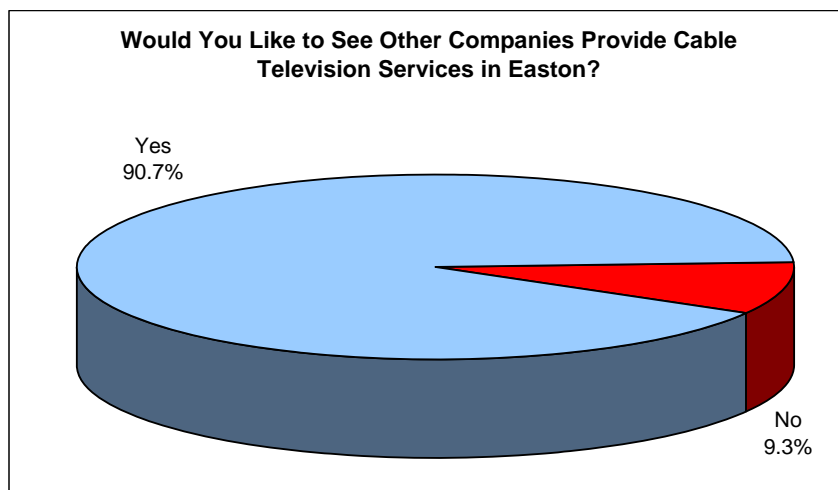
**Figure 2**



### 3.13 Cable Service Competition

Comcast is the sole cable television provider in Easton. Respondents were asked if they would like to see other companies provide cable television services in town. More than ninety percent of respondents (90.7%) would like to see other companies provide cable television services in Easton, while 9.3 percent would not like to see other companies provide cable television services (see Figure 3).

**Figure 3**



### 3.20 Monthly Cable Charge

Respondents were asked the monthly amount they pay for cable TV, not including Comcast Internet and telephone services. On average, respondents pay on average \$64.42 per month for their cable television service. Monthly payments range from a low of \$1.00 to a high of \$200.00.<sup>3</sup>

**Table 3**  
**Monthly Cable Charge**

Monthly Charge	Percent
< \$50.00	11.7%
\$50.00 to \$74.99	59.5%
\$75.00 to \$99.99	18.0%
\$100 +	10.9%

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<sup>3</sup> These costs may include Pay-Per-View services. While the question asked respondents to include only what they pay for cable services (not Comcast Internet or telephone services), it is likely that some respondents included these costs in their response due to the number of respondents who report a monthly cable bill of \$100.00 or above (N=41).

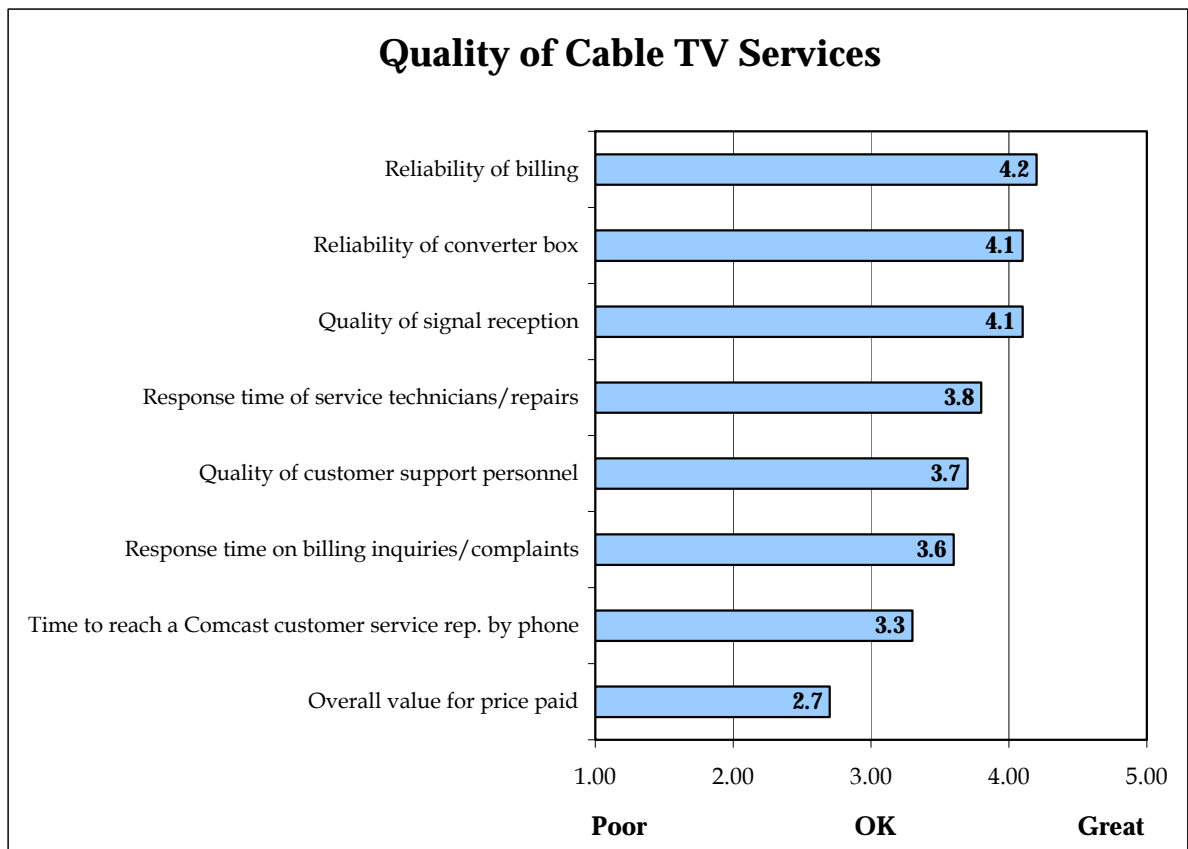


### 3.30 Satisfaction with Quality of Comcast Cable TV Services

#### 3.31 Satisfaction with Various 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. Respondents are most satisfied with the reliability of billing (4.2 average), reliability of their converter box (4.1 average) and the quality of signal reception (4.1 average). Respondents are least satisfied with the overall value for the price paid (2.7 average), which is the only choice that respondents rate less than “OK.”

**Figure 4**



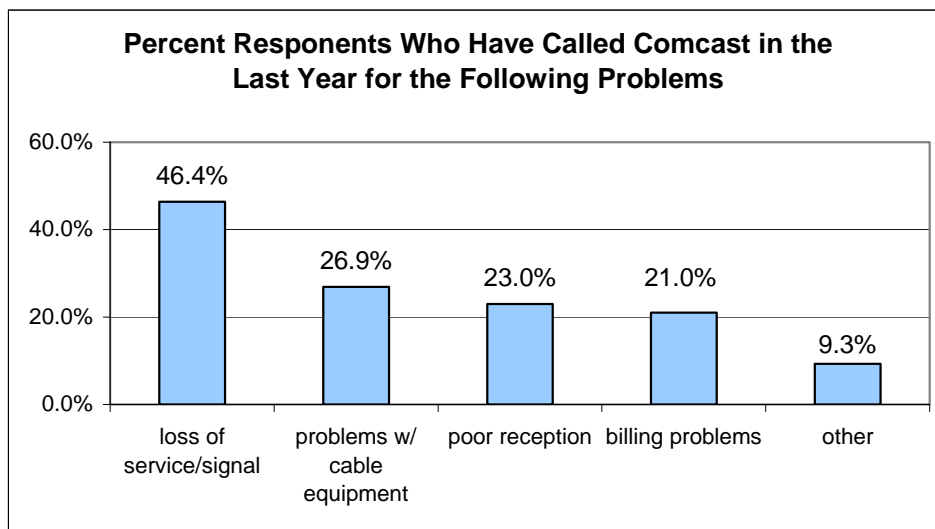
**3.32 Level of Contact with Comcast**

Respondents were asked if they have called Comcast in the past year to resolve various problems and how many times in the past year they have called. More than half (57.1%) of respondents who subscribe to Comcast called customer service in the past year, while 42.9 percent of respondents did not call. Respondents who called Comcast in the past year were most likely to call for loss of service/signal (46.4%), followed by problems with cable equipment (26.9%), poor reception (23.0%), billing problems (21.0%), and other issues (9.3%). The highest average number of times called was for loss of service/signal (2.5 average), followed by problems with cable equipment (2.1 average), poor reception (2.1 average), other issues (2.0 average), and billing problems (1.9 average).

**Table 4**

<b>Issue</b>	<b>Percent Who Called in Last 12 Months</b>	<b>Avg. # Times Called in Last 12 Months</b>
loss of service/signal	46.4%	2.5
problems w/ cable equipment	26.9%	2.1
poor reception	23.0%	2.1
billing problems	21.0%	1.9
Other issues	9.3%	2.0

**Figure 5**



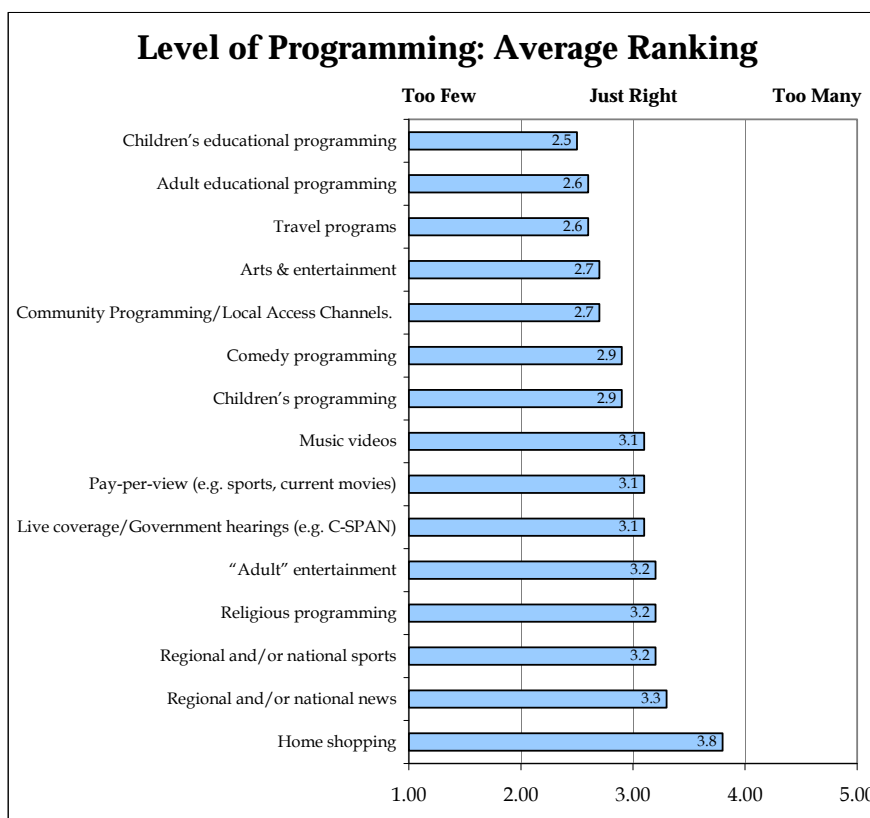
### 3.40 Programming Levels and “a-la-carte” Billing

#### 3.41 Programming Levels

Respondents were read a list of various types of programs provided on Comcast cable and asked to rate the level of programming on a scale of 1 to 5, with 1 meaning too few programs, 3 meaning just the right amount of programs, and 5 meaning too many programs. On average, respondents indicate that there are too few children’s educational (2.5 average), adult educational (2.6 average), travel (2.6 average), arts and entertainment (2.7 average) community/local access (2.7 average), comedy (2.9 average) and children’s (2.9 average) programs, although some of these results are very close to being “just right” (see Figure 6).

Conversely, on average respondents indicate that there are too many home shopping (3.8 average), regional or national news (3.3 average), regional or national sports (3.2 average), religious (3.2 average), adult entertainment (3.20 average), live-coverage/government hearings (3.1 average), pay-per-view (3.1 average) and music video (3.1 average) programs, although some of these results are very close to being “just right.”

**Figure 6**



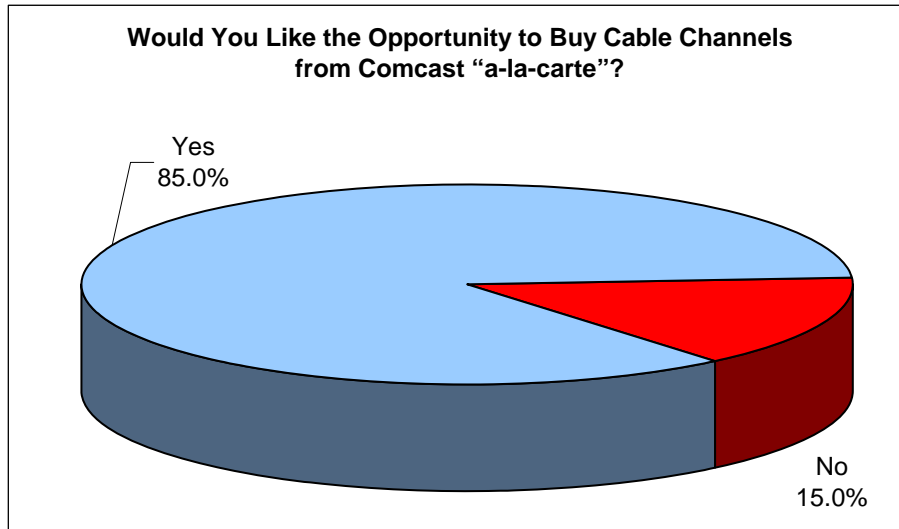
### 3.42 “a-la-carte” Billing

Respondents were asked if they would like the opportunity to buy cable channels from Comcast “a-la-carte;” in other words, they would only purchase the cable channels they want to watch. Eighty-five percent of respondents (85.0%) indicate that they would like to buy cable channels a-la-carte, while 15.0 percent of respondents would not like the opportunity to buy channels a-la-carte (see Table 5 and Figure 7). Some respondents who indicate that they would not like the opportunity to purchase channels “a-la-carte” are concerned that cable rates would rise if channels were purchased in this manner.

**Table 5**  
**Would You Like to Buy**  
**Channels “a-la-carte”**

	Percent
Yes	85.0%
No	15.0%

**Figure 7**



### 3.50 Local Access Programming

Comcast currently programs Easton’s local access channels from its local studio on Plymouth Street in Easton. Local access programming includes Board of Selectmen and other government meetings, community and school events, and public programming. Respondents were asked several questions about Easton’s local access programming.

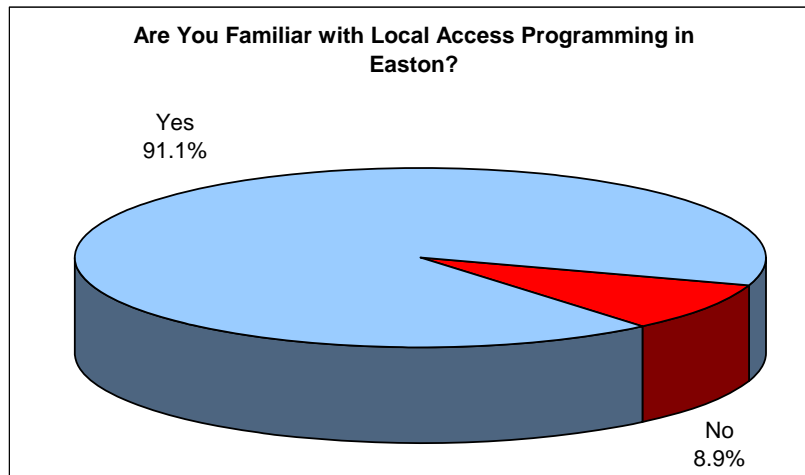
#### 3.51 Awareness of Local Access Programming

Respondents were asked if they are aware of the local access programming that is broadcast in Easton. More than nine-in-ten respondents (91.1%) are familiar with local access programming, while 8.9 percent of respondents are not familiar with local programming (see Table 6 and Figure 8).

**Table 6**  
**Are You Familiar with Local Access Programming?**

	<b>Percent</b>
Yes	91.1%
No	8.9%

**Figure 8**



### 3.52 Local Access Programming Studio Levels and Operation

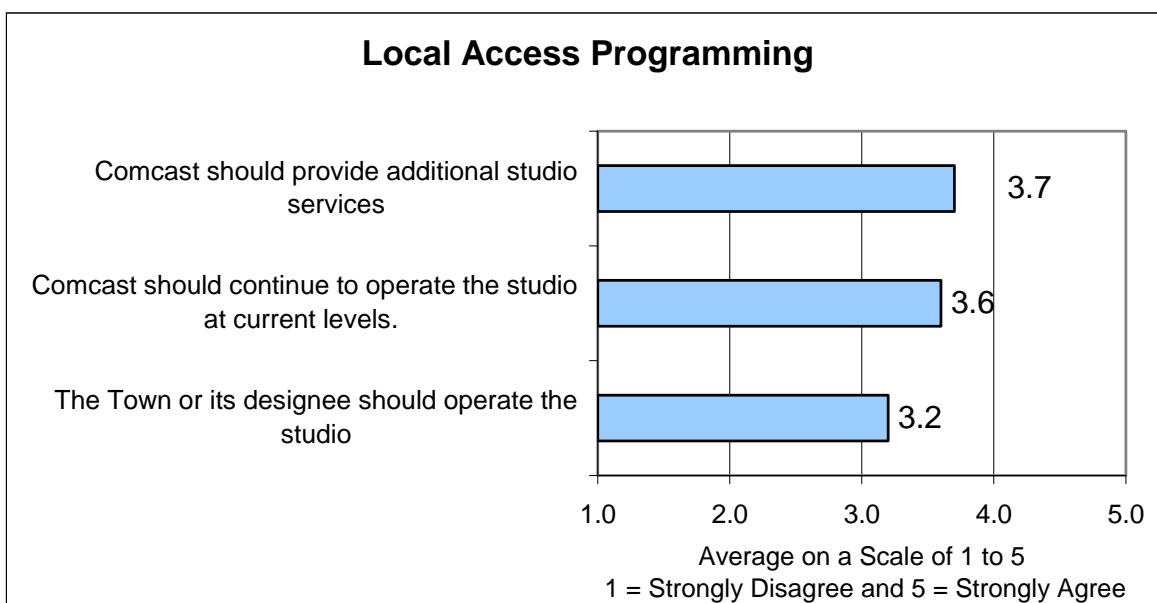
Respondents were asked to rate three scenarios regarding local access programming on a scale of 1 to 5, with 1 meaning that they strongly disagree and 5 meaning that they strongly agree. The three scenarios are:

- Comcast should continue to operate the Easton studio at its current levels.
- Comcast should provide additional studio services.
- The Town or its designee should operate the studio, and provide local programming to Easton cable television subscribers.

Respondents are most likely to agree that Comcast should provide additional studio services (3.7 average), followed by the operation of the Easton studio by Comcast at its current levels (3.6 average) and the operation of the studio by the Town of Easton or its designee (3.2 average) (see Figure 9).

Importantly, there are significant percentages of respondents who indicate that they “do not know” how they feel about the local access programming studio levels and operation. For example, 15.7 percent of respondents do not know if Comcast should continue to operate the Easton studio at its current levels, 21.4 percent of respondents do not know if Comcast should provide additional studio services and 19.1 percent of respondents do not know if the Town or its designee should operate the studio.

Figure 9



### 3.53 Interest in Various Types of Local Programming

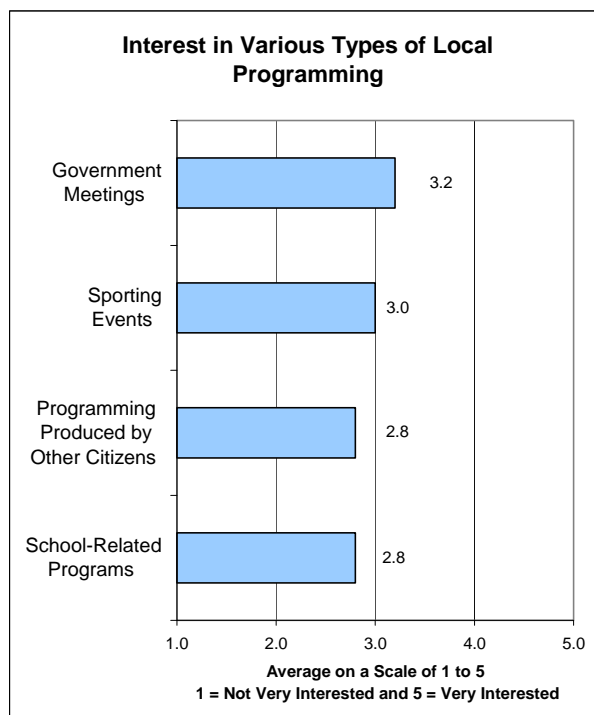
Respondents were asked how interested they are in various types of local programming on a scale of 1 to 5, with 1 meaning that they are not very interested and 5 meaning that they are very interested. The choices include government meetings, school related programs, programs produced by citizens and sporting events.

There is a moderate level of interest among respondents for broadcasting each type of programming choice, led by government meetings (3.2 average), school-related programs (3.0 average), programming produced by other citizens (2.8 average) and sporting events (2.8 average) (see Table 7 and Figure 10).

**Table 7**  
**How Interested are You in the Following**  
**Types of Local Programming?**

	Average
Government Meetings (Board of Selectmen, School Committee, etc.)	3.2
Sporting Events (High School Football, Soccer, etc.)	3.0
Programming Produced by Other Citizens (Senior Citizens, Talk Programs, Civic Affairs)	2.8
School-Related Programs (Graduation, etc.)	2.8

**Figure 10**

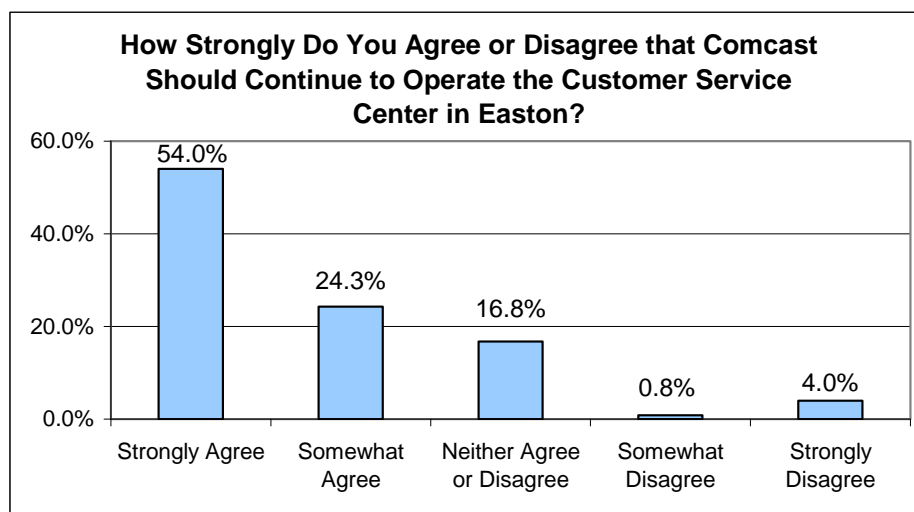


### 3.60 Customer Service Office

Comcast currently operates and staffs a customer service office on Plymouth Street in Easton, where subscribers can pick-up or return equipment and pay bills. Respondents were asked how strongly they agree or disagree that Comcast should continue to operate the customer service center in Easton on a scale of 1 to 5, with 1 meaning that they strongly disagree, 2 meaning that they somewhat disagree, 3 meaning that they neither agree nor disagree, 4 meaning that they somewhat agree, and 5 meaning that they strongly agree.

There is strong support to keep the customer service center open, with 54.0 percent of respondents indicating that they strongly agree and 24.3 percent of respondents indicating that they somewhat agree that Comcast should continue to operate the customer service office. Nearly seventeen percent of respondents (16.8%) neither agree nor disagree that Comcast should continue to operate the customer service office, while 0.8 percent somewhat disagree and 4.0 percent strongly disagree.

Figure 11



### 3.70 Senior Citizen Discount

Respondents were asked if senior citizens should receive a discount for their cable television service. More than ninety percent (93.4%) of respondents indicate that seniors should receive a discount, while 2.6 percent of respondents do not agree that seniors should receive a discount and 4.0 percent of respondents do not know (see Table 8 and Figure 12).

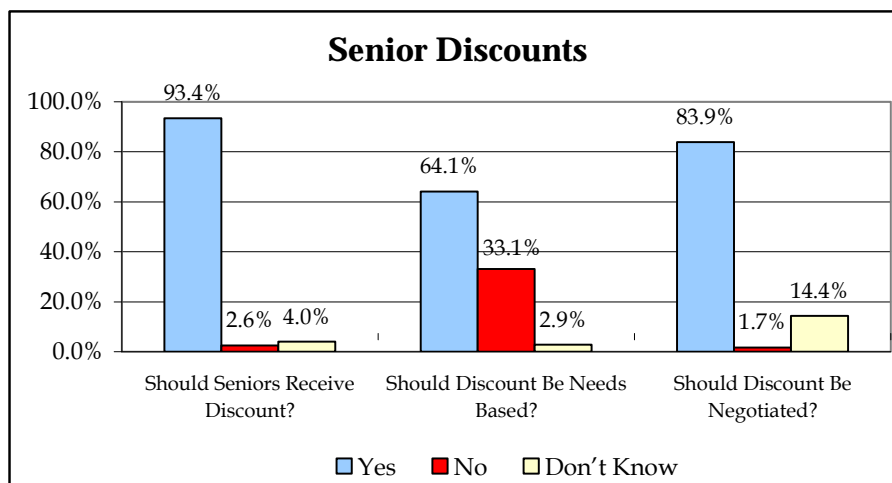
In addition, respondents who indicate that senior citizens should receive a discount were asked if the discount should be provided to all senior citizens, or if the discount should be based on income. Nearly two-thirds of respondents (64.1%) feel that this discount should be extended to all seniors regardless of income, while a third (33.1%) of respondents indicate that the discount should be based on income and 2.9 percent do not know.

Lastly, respondents who indicate that senior citizens should receive a discount were asked if Easton officials should negotiate a senior discount as part of the cable television license renewal. More than eighty percent of respondents (83.9%) indicate that a discount for seniors should be negotiated as a requirement of the new cable contract, while 1.7 percent of respondents feel that a senior discount should not be negotiated and 14.4 percent do not know.

**Table 8**

	<b>Should Seniors Receive Discount?</b>	<b>Should Discount Be Needs Based?</b>	<b>Should Discount Be Negotiated?</b>
Yes	93.4%	64.1%	83.9%
No	2.6%	33.1%	1.7%
Don't Know	4.0%	2.9%	14.4%

**Figure 12**



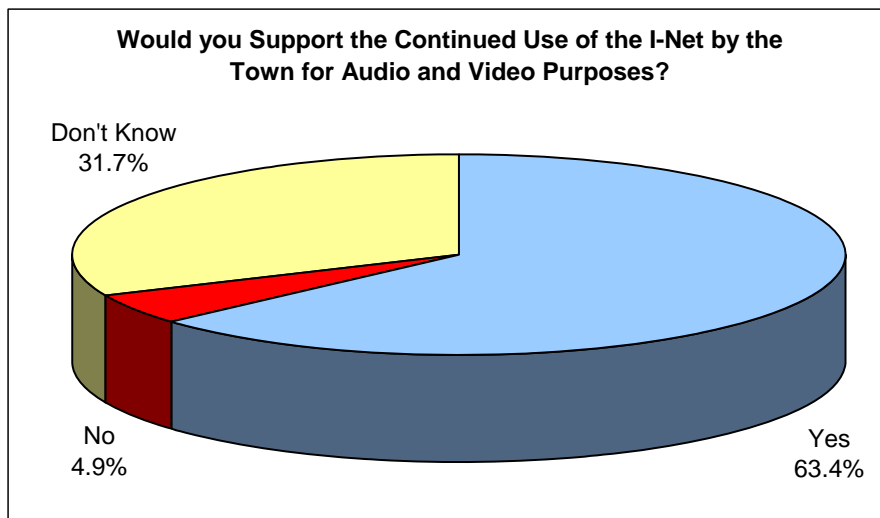
### 3.80 I-Net and Program Override Capability

#### 3.81 I-Net

As part of its current license with Easton, Comcast provides and maintains a separate network for the Town's audio and video, called the I-Net. The I-Net provides a link between town buildings and is used by Easton for public services such as police, fire, public schools and other municipal agencies. Easton is not charged for use of the I-Net.

Respondents were asked if they support the continued use of the I-Net by the town for audio and video purposes. Nearly two-thirds of respondents (63.4%) support the continued use of the I-Net, while 4.9 percent of respondents do not support the continued use of the I-Net and 31.7 percent do not know. It is likely that a significant number of respondents who indicate that they do not know if they support the continued use of the I-Net are not familiar with the service (see Figure 13).

Figure 13



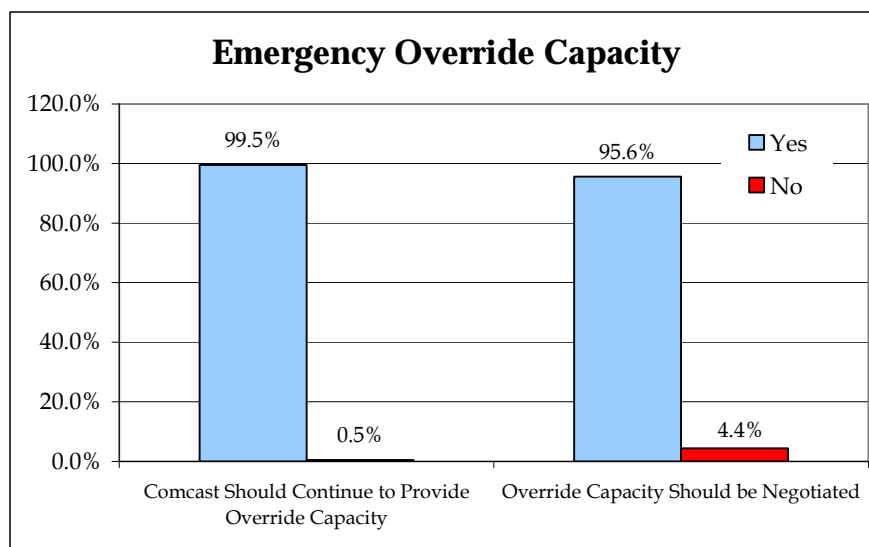
### 3.82 Emergency Override Capacity

Comcast currently provides Easton with the ability to override programming on the cable system with emergency messages. There is strong support for the town to maintain the ability to override programming. For example, 99.5 percent of respondents agree that Comcast should continue to provide Easton with an ability to override programming with emergency messages. In addition, of respondents who indicate that Comcast should continue providing emergency override capacity, 95.6 percent indicate that the emergency override capacity should be negotiated as a continuing requirement of the new cable TV license (see Table 9 and Figure 14).

**Table 9**

	<b>Comcast Should Continue to Provide Override Capacity</b>	<b>Override Capacity Should be Negotiated</b>
Yes	99.5%	95.6%
No	0.5%	4.4%

**Figure 14**



### 3.90 Reasons for Not Subscribing to Comcast and Additional Comments

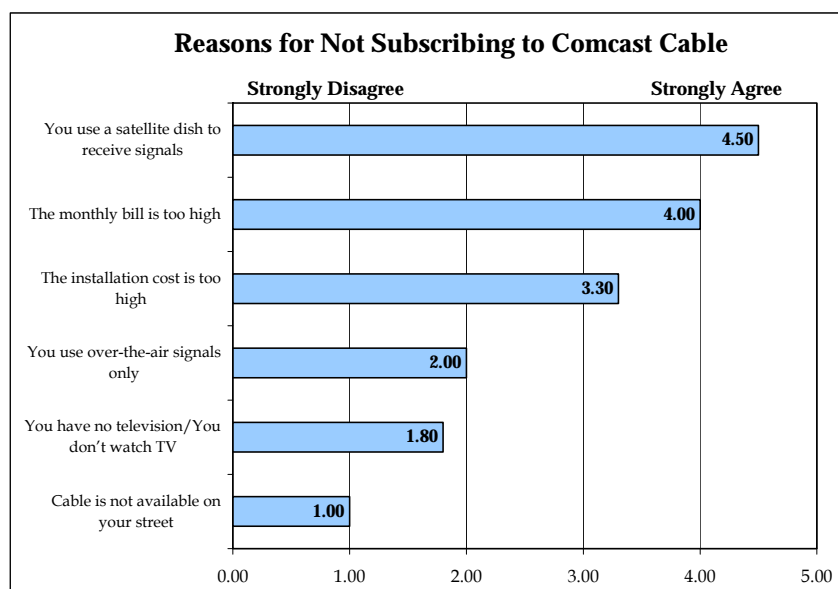
#### 3.91 Reasons for Not Subscribing

Non-subscribers (17.5%, N=74) 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.<sup>4</sup> On average, respondents most strongly agree that they do not subscribe to cable because they use a satellite dish to receive signals (4.5 average), the monthly bill is too high (4.0 average) and that the installation cost is too high (3.3 average). Respondents on average least agree that they do not subscribe to cable because Comcast cable is not available on their street (1.0 average), they have no television/do not watch TV (1.8 average) and that they use over the air signals only (2.0 average) (see Table 10 and Figure 15)

**Table 10**

	Average Scale (1 to 5)
Use a satellite dish to receive signals	4.5
Monthly bill is too high	4.0
Installation cost is too high	3.3
Use over-the-air signals only	2.0
No television/Does not watch TV	1.8
Comcast cable not available	1.0

**Figure 15**



<sup>4</sup> Due to the low number of responses for this question, conclusions should be made with caution.



Other reasons for not subscribing to Comcast cable include:

- Direct TV is a better deal/ more programs for the money (N=23)
- Does not watch much TV (N=9)
- Price [of Comcast] is too high (N=10)
- Dish Network is better and cheaper (N=4)
- Dish was here when I moved in (N=2)
- Don't like any of the available programs/channels
- Legally blind

### **3.92 Additional Comments**

Respondents were asked to provide additional comments.

- Too expensive/price is too high. (N=23)
- Dissatisfied with Comcast and provided services. (N=11)
- Would like Comcast to have competition from other cable companies. (N=10)
- Would like Verizon. (N=6)
- Better programs are needed. (N=2)
- Would like one channel to have the program schedule/TV guide. (N=2)
- Would like bill to stop increasing every month. (N=2)
- Can't afford Comcast. (N=1)
- Need better customer service. (N=1)
- People should watch less television. (N=1)
- Should get better reception and programs for the price. (N=1)
- The town should be more involved in helping to make cable more affordable, especially for seniors. (N=1)
- Too many commercials. (N=1)
- Too many of the same shows on multiple channels. (N=1)
- Wants a yearly review of Comcast. (N=1)
- Wants the Hallmark channel. (N=1)
- Would like a-la-carte choices. (N=1)
- Would like high quality programs about environmental issues. (N=1)
- Would like more access for local schools. (N=1)
- Would like more HD programs. (N=1)
- Would like to see the rate for Basic cable go down to \$15 a month. (N=1)
- Would like to see the Rural Free Delivery Channel added to cable package. (N=1)



## APPENDIX A – SURVEY INSTRUMENT

Interview Time: \_\_\_\_\_ ID #: \_\_\_\_\_

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

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 Easton. Are you a resident of Easton? **[If no, end interview].**

Comcast's license to provide cable television service to Easton 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 Easton Cable Advisory Committee deliberates Comcast's application for renewal. We will be grateful if you will please answer these short questions.

*Please circle correct response*

**1 Is cable television service from Comcast available where you live in Easton?** Yes No DK

*Please circle correct response*

**2 Do you subscribe to Comcast cable television?** Yes No

*(If no, please proceed to question #12)*

**[Ask only Comcast subscribers questions 3-11]**

**3 Availability of Cable Service in Easton:**

*Please circle correct response*

a. Is cable television service available where you work in Easton? Yes No Retired Does not Work in Easton

b. Do you think that cable television service should be available to all residents in Easton without additional charges (other than a "standard" installation charge)? Yes No DK

c. Do you think that cable television service should be available to all businesses in Easton without additional charges (other than a "standard" installation charge)? Yes No DK



**4 At the present time, Comcast is the only company providing cable television services to Easton residents**

*Please circle correct response*

- a. Would you like to see other companies provide cable television services in Easton as well, competing with Comcast? Yes No

**5 How much do you pay each month for cable TV (but not including Internet or telephone service)?** \$ \_\_\_\_\_

**6 On a scale of 1 to 5, with 1 being poor and 5 being great, how would you rate the following categories regarding your cable television service? How about**

	Poor		O.K.		Great	DK
a. Quality of signal reception	1	2	3	4	5	6
b. Reliability of converter box	1	2	3	4	5	6
c. Reliability of billing	1	2	3	4	5	6
d. Response time of service technicians/repairs	1	2	3	4	5	6
e. Response time on billing inquiries/complaints	1	2	3	4	5	6
f. Quality of customer support personnel	1	2	3	4	5	6
g. Overall value (of cable service/support) for price paid	1	2	3	4	5	6
h. Time to reach a Comcast customer service representative by phone	1	2	3	4	5	6

**7 How many times in the past year have you called Comcast regarding any of the following for cable television services?**

**[If respondent has not called please put in "0"]**

- a. Loss of service/signal \_\_\_\_\_
- b. Poor reception \_\_\_\_\_
- c. Billing problems \_\_\_\_\_
- d. Problems with cable equipment \_\_\_\_\_
- e. Other complaints \_\_\_\_\_



**8 Now I am going to read you a list of various types of programs.**

**On a scale of 1 to 5, with 1 being too few and 5 being too many, how do you feel about the level of programming that Comcast provides to Easton subscribers in the following categories?**

**How about:**

	<b>Too Few</b>		<b>Just Right</b>		<b>Too Many</b>	<b>DK</b>
a. Community Programming/Local Access Channels.	1	2	3	4	5	6
b. Regional and/or national sports	1	2	3	4	5	6
c. Regional and/or national news	1	2	3	4	5	6
d. Live coverage/Government hearings ( <i>e.g. C-SPAN</i> )	1	2	3	4	5	6
e. Arts & entertainment	1	2	3	4	5	6
f. Travel programs	1	2	3	4	5	6
g. Religious programming	1	2	3	4	5	6
h. Children's programming	1	2	3	4	5	6
i. Children's educational programming	1	2	3	4	5	6
j. Adult educational programming	1	2	3	4	5	6
k. Pay-per-view ( <i>e.g. sports, current movies</i> )	1	2	3	4	5	6
l. Home shopping	1	2	3	4	5	6
m. Music videos	1	2	3	4	5	6
n. "Adult" entertainment	1	2	3	4	5	6
o. Comedy programming	1	2	3	4	5	6



*Please circle correct response*

- 9** Would you like to see Comcast offer programming to Easton subscribers on an a-la-carte basis? That is, subscribers can choose and pay for only the specific channels and programming that they would like to view, as opposed to being obligated to buy entire “tiers” of service as is the case now.
- Yes No

- 10** Comcast currently programs Easton’s local access channels from its local studio on Plymouth Street in Easton. On a scale of 1 to 5, with 1 meaning that you strongly disagree and 5 meaning that you strongly agree, how strongly do you agree or disagree with the following:

	Strongly Disagree		Strongly Agree		DK	
a. Comcast should continue to operate the Easton studio at its current levels.	1	2	3	4	5	6
b. Comcast should provide additional studio services.	1	2	3	4	5	6
c. The Town or its designee should operate the studio, and provide local programming to Easton cable television subscribers –	1	2	3	4	5	6

*Please circle correct response*

- 11** Are you aware of the local access programming that appears on the Easton cable system?
- Yes No

*[Ask all participants questions 12-21 except where noted differently]*

- 12** Now I am going to read you a list of various types of local programming. On a scale of 1 to 5, with 1 meaning that you are not very interested and 5 meaning that you are very interested, how interested are you in the following types of local programming?  
How about:

*Please circle correct response*

	Not Very Interested		Very Interested		DK	
a. Government Meetings (Board of Selectmen, School Committee, etc.)	1	2	3	4	5	6
b. School-Related Programs (Graduation, etc.)	1	2	3	4	5	6
c. Programming Produced by Other Citizens (Senior Citizens, Talk Programs, Civic Affairs)	1	2	3	4	5	6
d. Sporting Events (High School Football, Soccer, etc.)	1	2	3	4	5	6



- 13 Comcast currently operates and staffs a customer service office on Plymouth Street in Easton, where subscribers can pick-up or return equipment and pay bills. On a scale of 1 to 5, with 1 meaning that you strongly disagree and 5 meaning that you strongly agree:**

	Strongly Disagree		Strongly Agree		DK	
	1	2	3	4	5	6
a. How strongly do you agree or disagree that Comcast should continue to operate the customer service center in Easton?						

**14 Senior Citizen Discount:**

*Please circle correct response*

a. Do you think that all senior citizens in the Town, over the age of 65, should receive a discount?	Yes	No	DK
b. <b>[If yes to a.]</b> Do you think such a discount should be provided to all senior citizens, regardless of need/income level, <i>or</i> to senior citizens based on need/income level?	Provide to all	Based on Need	DK
c. <b>[If yes to a.]</b> Do you think that the Town should attempt to negotiate a senior discount as part of the cable television license renewal?	Yes	No	DK

- 15. As part of its current license with the Town, Comcast provides and maintains a separate network for the Town's audio and video, called the I-Net. The I-Net provides a link between Town buildings and is used by the Town for public services such as police, fire, public schools and other municipal agencies. The Town is not charged for use of the I-Net.**

*Please circle correct response*

a. Would you support the continued use of the I-Net by the Town for audio and video purposes?	Yes		No	DK
-----------------------------------------------------------------------------------------------	-----	--	----	----



**16 Comcast currently provides the Town with the ability to override programming on the cable system with emergency messages for Easton cable television subscribers.**

*Please circle correct response*

- A. Do you think that Comcast should continue to provide this emergency override capability to the Town without charge?      Yes                      No
- B. [If YES to a], Do you think that the Town should negotiate this as a continuing requirement of a new cable television license?      Yes                      No

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

**17 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 too high	1	2	3	4	5	6	
c. You use a satellite dish to receive signals	1	2	3	4	5	6	
d. You use over-the-air signals only.	1	2	3	4	5	6	
e. You have no television/You don't watch TV	1	2	3	4	5	6	
f. Cable is not available on your street	1	2	3	4	5	6	
g. Any other reason?							





## APPENDIX B – FREQUENCIES

### is cable TV available where you live in Easton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	480	99.5	99.7	99.7
	don't know	1	.3	.3	100.0
	Total	481	99.8	100.0	
Missing	System	1	.2		
Total		482	100.0		

### subscribe to Comcast cable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	408	84.7	84.7	84.7
	no	74	15.3	15.3	100.0
	Total	482	100.0	100.0	

### available at work in Easton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	101	20.9	75.1	75.1
	no	33	6.9	24.9	100.0
	Total	134	27.8	100.0	
Missing	don't know/retired/don't work in easton	270	55.9		
	System	78	16.3		
	Total	348	72.2		
Total		482	100.0		

### should cable TV be available to all residents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	357	74.1	87.7	87.7
	no	12	2.5	2.9	90.6
	don't know	38	7.9	9.4	100.0
	Total	407	84.4	100.0	
Missing	System	75	15.6		
Total		482	100.0		



**should cable TV be available to all businesses**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	292	60.5	71.7	71.7
	no	59	12.2	14.4	86.1
	don't know	57	11.8	13.9	100.0
	Total	407	84.4	100.0	
Missing	System	75	15.6		
Total		482	100.0		

**see other companies competing with Comcast in Easton**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	371	77.0	90.7	90.7
	no	38	7.9	9.3	100.0
	Total	409	84.9	100.0	
Missing	System	73	15.1		
Total		482	100.0		

**quality of signal reception**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.6	1.9	1.9
	2	9	1.8	2.1	4.0
	3	75	15.6	18.4	22.5
	4	158	32.8	38.7	61.2
	5	158	32.9	38.8	100.0
	Total	408	84.7	100.0	
Missing	6	0	.1		
	System	73	15.2		
	Total	74	15.3		
Total		482	100.0		



**reliability of converter box**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.3	.4	.4
	2	13	2.8	3.9	4.4
	3	71	14.7	20.8	25.1
	4	120	24.9	35.1	60.2
	5	136	28.2	39.8	100.0
	Total	342	70.9	100.0	
Missing	6	65	13.5		
	System	75	15.6		
	Total	140	29.1		
Total		482	100.0		

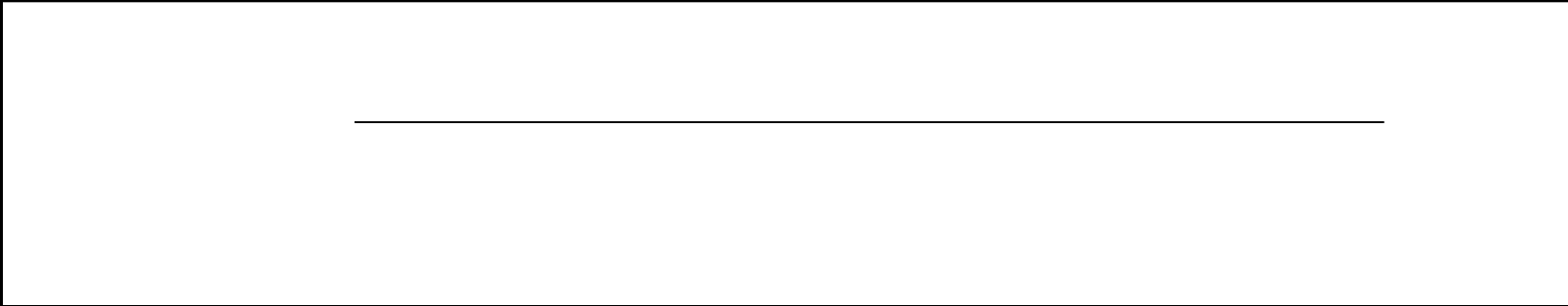
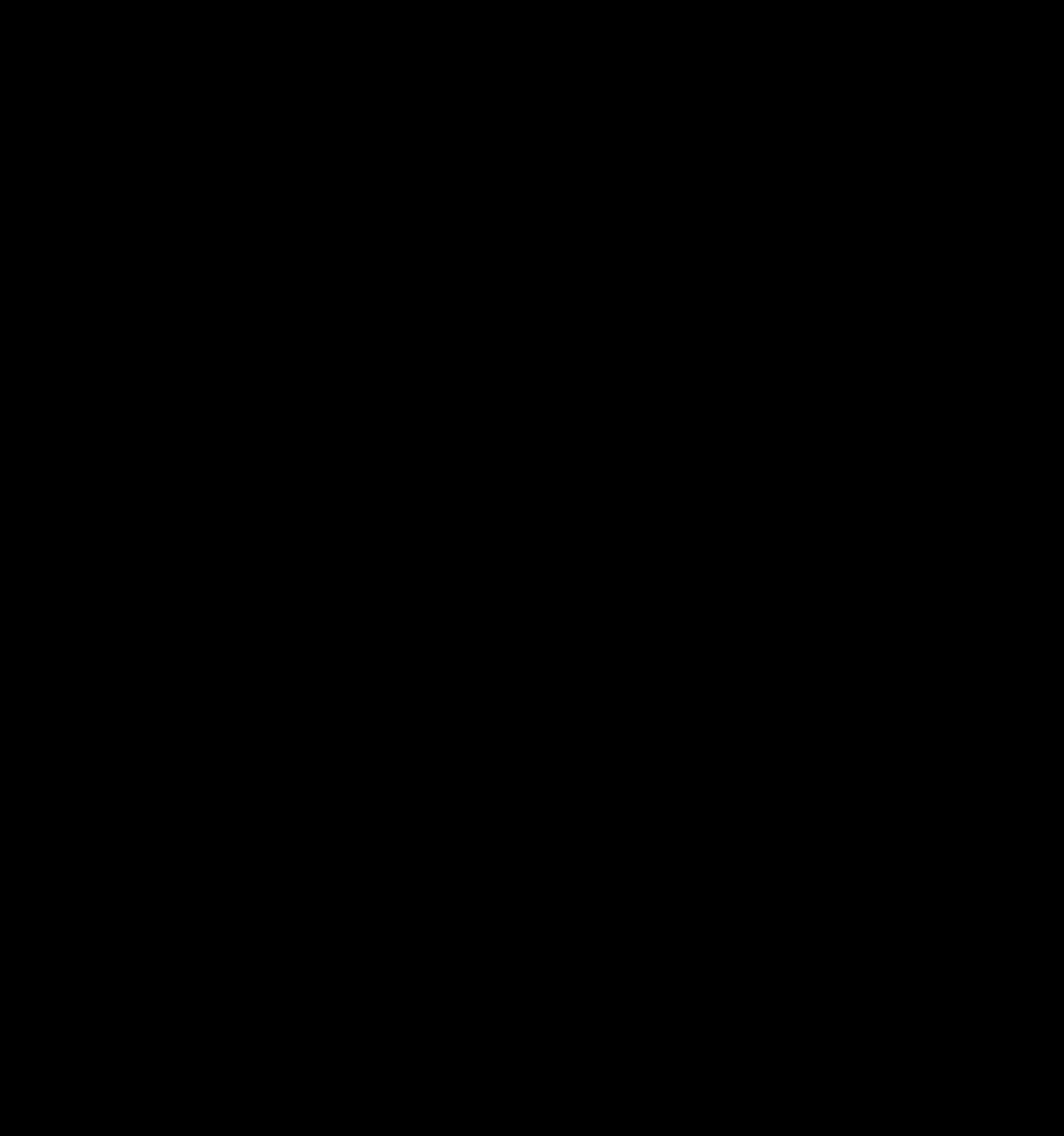
**reliability of billing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.0	3.6	3.6
	2	5	1.1	1.3	4.9
	3	60	12.5	15.1	20.0
	4	134	27.7	33.7	53.7
	5	184	38.1	46.3	100.0
	Total	397	82.4	100.0	
Missing	6	11	2.3		
	System	74	15.3		
	Total	85	17.6		
Total		482	100.0		

**response time of service technicians**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	2.0	2.7	2.7
	2	11	2.3	3.1	5.8
	3	137	28.4	38.1	43.9
	4	99	20.6	27.6	71.6
	5	102	21.2	28.4	100.0
	Total	360	74.6	100.0	
Missing	6	49	10.1		
	System	74	15.3		
	Total	122	25.4		
Total		482	100.0		





**overall value for price paid**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	92	19.2	23.2	23.2
	2	59	12.3	14.8	38.0
	3	162	33.6	40.6	78.6
	4	36	7.5	9.1	87.7
	5	49	10.2	12.3	100.0
	Total	399	82.8	100.0	
Missing	6	8	1.6		
	System	75	15.6		
	Total	83	17.2		
Total		482	100.0		

**time to reach a Comcast customer service rep by phone**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	0	.1	.1	.1
	1	25	5.1	6.5	6.7
	2	62	12.9	16.3	23.0
	3	149	31.0	39.4	62.5
	4	65	13.4	17.1	79.6
	5	77	16.1	20.4	100.0
Total		379	78.6	100.0	
Missing	6	29	6.0		
	System	74	15.4		
	Total	103	21.4		
Total		482	100.0		



**loss of service/signal**

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.00	92	19.0	41.0	41.0	
	2.00	65	13.5	29.1	70.2	
	3.00	29	6.0	12.9	83.0	
	4.00	9	1.8	3.8	86.9	
	5.00	10	2.2	4.7	91.6	
	6.00	11	2.4	5.1	96.6	
	8.00	0	.1	.2	96.8	
	10.00	4	.8	1.6	98.5	
	11.00	1	.1	.2	98.7	
	12.00	1	.3	.6	99.3	
	15.00	1	.2	.3	99.7	
	20.00	1	.2	.3	100.0	
	Total		224	46.4	100.0	
	Missing	.00	258	53.6		
Total		482	100.0			

**poor reception**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	56	11.6	50.4	50.4
	2.00	32	6.6	28.7	79.1
	3.00	7	1.4	6.3	85.4
	4.00	3	.6	2.6	88.0
	5.00	3	.6	2.4	90.4
	6.00	7	1.4	6.3	96.7
	7.00	2	.3	1.5	98.2
	8.00	1	.2	.7	98.9
	9.00	1	.1	.5	99.4
	10.00	1	.1	.6	100.0
	Total		111	23.0	100.0
Missing	.00	371	77.0		
Total		482	100.0		



**billing problems**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	59	12.3	58.5	58.5
	2.00	25	5.1	24.5	83.0
	3.00	6	1.2	5.8	88.8
	4.00	2	.4	2.0	90.9
	5.00	5	1.1	5.4	96.3
	6.00	2	.4	2.0	98.3
	10.00	1	.1	.7	99.0
	12.00	1	.2	1.0	100.0
	Total	101	21.0	100.0	
Missing	.00	381	79.0		
Total		482	100.0		

**problems with cable equipment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	62	12.9	48.0	48.0
	2.00	38	7.9	29.4	77.4
	3.00	10	2.1	7.6	85.0
	4.00	5	.9	3.5	88.5
	5.00	11	2.2	8.3	96.8
	6.00	2	.4	1.4	98.2
	8.00	1	.2	.7	98.9
	10.00	1	.3	1.1	100.0
	Total	129	26.9	100.0	
Missing	.00	351	72.9		
System		1	.2		
Total		353	73.1		
Total		482	100.0		



**other complaints**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	32	6.7	71.6	71.6
	2.00	4	.8	8.8	80.3
	3.00	2	.5	5.2	85.5
	5.00	4	.8	8.7	94.2
	6.00	1	.1	1.3	95.4
	8.00	1	.2	2.1	97.6
	10.00	1	.2	2.4	100.0
	Total	45	9.3	100.0	
Missing	.00	437	90.7		
Total		482	100.0		

**community programming/local access channels**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	47	9.8	12.0	12.0
	2	55	11.5	14.0	26.0
	3	282	58.6	71.3	97.4
	4	5	1.1	1.4	98.7
	5	5	1.0	1.3	100.0
	Total	396	82.1	100.0	
Missing	6	13	2.6		
	System	74	15.3		
	Total	86	17.9		
Total		482	100.0		

**regional and/or national sports**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	2.5	3.0	3.0
	2	33	6.9	8.4	11.4
	3	266	55.2	66.8	78.1
	4	54	11.3	13.6	91.8
	5	33	6.8	8.2	100.0
	Total	398	82.6	100.0	
Missing	6	10	2.1		
	System	74	15.3		
	Total	84	17.4		
Total		482	100.0		



**regional and/or national news**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	5.5	6.5	6.5
	2	12	2.4	2.9	9.4
	3	245	50.9	61.0	70.4
	4	71	14.8	17.8	88.2
	5	47	9.8	11.8	100.0
	Total	402	83.4	100.0	
Missing	6	5	1.0		
	System	75	15.6		
	Total	80	16.6		
Total		482	100.0		

**live coverage/Government hearings (e.g. C-SPAN)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	2.9	3.7	3.7
	2	13	2.8	3.5	7.3
	3	297	61.6	78.8	86.1
	4	38	7.9	10.1	96.2
	5	14	3.0	3.8	100.0
	Total	377	78.1	100.0	
Missing	6	32	6.6		
	System	74	15.3		
	Total	105	21.9		
Total		482	100.0		



**arts & entertainment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	40	8.4	10.2	10.2
	2	72	15.0	18.3	28.5
	3	243	50.3	61.4	89.8
	4	33	6.9	8.4	98.2
	5	7	1.5	1.8	100.0
	Total	395	82.0	100.0	
Missing	6	13	2.7		
	System	74	15.3		
	Total	87	18.0		
Total		482	100.0		

**travel programs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	7.2	9.9	9.9
	2	84	17.4	23.7	33.6
	3	208	43.2	59.0	92.6
	4	23	4.8	6.6	99.1
	5	3	.6	.9	100.0
	Total	353	73.3	100.0	
Missing	6	55	11.4		
	System	74	15.3		
	Total	129	26.7		
Total		482	100.0		

**religious programming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	2.9	4.7	4.7
	2	44	9.1	15.0	19.7
	3	163	33.8	55.5	75.2
	4	26	5.3	8.8	84.0
	5	47	9.8	16.0	100.0
	Total	294	60.9	100.0	
Missing	6	115	23.8		
	System	74	15.3		
	Total	188	39.1		
Total		482	100.0		



**children's programming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	5.9	8.8	8.8
	2	49	10.2	15.1	23.8
	3	204	42.4	62.6	86.5
	4	22	4.6	6.8	93.3
	5	22	4.6	6.7	100.0
	Total	326	67.7	100.0	
Missing	6	82	17.0		
	System	74	15.4		
	Total	156	32.3		
Total		482	100.0		

**children's educational programming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	33	6.8	10.4	10.4
	2	115	23.8	36.5	46.9
	3	150	31.1	47.7	94.6
	4	14	2.9	4.4	99.0
	5	3	.7	1.0	100.0
	Total	314	65.2	100.0	
Missing	6	94	19.4		
	System	74	15.3		
	Total	168	34.8		
Total		482	100.0		



**adult educational programming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	7.0	8.7	8.7
	2	137	28.5	35.3	44.0
	3	182	37.8	46.9	90.8
	4	26	5.3	6.6	97.4
	5	10	2.1	2.6	100.0
	Total	389	80.7	100.0	
Missing	6	19	3.9		
	System	74	15.4		
	Total	93	19.3		
Total		482	100.0		

**pay-per-view (e.g. sports, current movies)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	3.0	4.6	4.6
	2	39	8.0	12.2	16.8
	3	197	40.8	62.1	78.8
	4	44	9.1	13.9	92.7
	5	23	4.8	7.3	100.0
	Total	317	65.8	100.0	
Missing	6	91	18.9		
	System	74	15.3		
	Total	165	34.2		
Total		482	100.0		

**home shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	.8	1.5	1.5
	2	22	4.6	8.0	9.5
	3	91	18.9	33.1	42.5
	4	79	16.3	28.5	71.1
	5	80	16.5	28.9	100.0
	Total	275	57.2	100.0	
Missing	6	132	27.3		
	System	75	15.5		
	Total	207	42.8		
Total		482	100.0		



**music videos**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	3.7	6.0	6.0
	2	41	8.5	13.9	19.9
	3	153	31.7	51.5	71.3
	4	54	11.2	18.3	89.6
	5	31	6.4	10.4	100.0
	Total	297	61.6	100.0	
Missing	6	111	23.1		
	System	74	15.3		
	Total	185	38.4		
Total		482	100.0		

**"Adult" entertainment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.3	.7	.7
	2	32	6.7	14.2	14.9
	3	145	30.0	64.0	78.8
	4	24	5.1	10.8	89.6
	5	23	4.9	10.4	100.0
	Total	226	46.9	100.0	
Missing	6	179	37.2		
	System	77	15.9		
	Total	256	53.1		
Total		482	100.0		



**comedy programming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	7.3	9.4	9.4
	2	24	5.0	6.4	15.8
	3	274	56.8	73.0	88.8
	4	38	7.8	10.0	98.7
	5	5	1.0	1.3	100.0
	Total	375	77.9	100.0	
Missing	6	30	6.3		
	System	76	15.8		
	Total	107	22.1		
Total		482	100.0		

**would you like Comcast to offer a-la-carte services in Easton**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	344	71.4	85.0	85.0
	no	61	12.6	15.0	100.0
	Total	405	84.0	100.0	
Missing	System	77	16.0		
Total		482	100.0		

**Comcast should continue to operate the Easton studio at its current level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	1.4	2.1	2.1
	2	10	2.0	2.9	5.0
	3	146	30.3	43.9	48.9
	4	106	21.9	31.8	80.7
	5	64	13.3	19.3	100.0
	Total	333	69.0	100.0	
Missing	6	76	15.7		
	System	74	15.3		
	Total	149	31.0		
Total		482	100.0		



**Comcast should provide additional studio services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	1.0	1.5	1.5
	2	21	4.4	7.0	8.5
	3	103	21.4	33.8	42.4
	4	119	24.8	39.2	81.5
	5	56	11.7	18.5	100.0
	Total	305	63.3	100.0	
Missing	6	103	21.4		
	System	74	15.3		
	Total	177	36.7		
Total		482	100.0		

**the Town or its designee should operate the studio, and provide local access**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	58	12.1	18.4	18.4
	2	43	9.0	13.7	32.1
	3	66	13.7	20.9	53.0
	4	90	18.6	28.4	81.4
	5	59	12.2	18.6	100.0
	Total	316	65.6	100.0	
Missing	6	92	19.1		
	System	74	15.3		
	Total	166	34.4		
Total		482	100.0		

**are you aware of the local access programming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	350	72.6	91.1	91.1
	no	34	7.1	8.9	100.0
	Total	384	79.7	100.0	
Missing	System	98	20.3		
Total		482	100.0		



**government meetings (board of selectmen, school committee, etc.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	91	18.8	19.6	19.6
	2	57	11.8	12.3	32.0
	3	167	34.6	36.1	68.1
	4	88	18.2	19.0	87.0
	5	60	12.4	13.0	100.0
	Total	462	95.8	100.0	
Missing	6	4	.8		
	System	16	3.3		
	Total	20	4.2		
Total		482	100.0		

**school-related programs (graduation, etc.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	132	27.5	28.7	28.7
	2	93	19.3	20.2	48.9
	3	137	28.4	29.7	78.6
	4	50	10.4	10.9	89.6
	5	48	10.0	10.4	100.0
	Total	461	95.6	100.0	
Missing	6	5	1.0		
	System	16	3.3		
	Total	21	4.4		
Total		482	100.0		



**programming produced by other citizens(seniors, talk programs, civic affairs)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	123	25.5	26.6	26.6
	2	95	19.8	20.6	47.2
	3	128	26.7	27.8	75.1
	4	70	14.6	15.3	90.3
	5	45	9.3	9.7	100.0
	Total	462	95.8	100.0	
Missing	6	4	.8		
	System	16	3.3		
	Total	20	4.2		
Total		482	100.0		

**sporting events (high school football, soccer, etc.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	119	24.6	25.7	25.7
	2	65	13.5	14.1	39.8
	3	147	30.6	31.9	71.7
	4	82	17.0	17.7	89.4
	5	49	10.1	10.6	100.0
	Total	461	95.7	100.0	
Missing	6	5	.9		
	System	16	3.3		
	Total	21	4.3		
Total		482	100.0		



**how strongly do you agree or disagree that Comcast should operate customer service center in Easton**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	3.2	4.0	4.0
	2	3	.6	.8	4.8
	3	64	13.4	16.8	21.6
	4	93	19.3	24.3	46.0
	5	207	42.9	54.0	100.0
	Total	383	79.5	100.0	
Missing	6	83	17.3		
	System	16	3.3		
	Total	99	20.5		
Total		482	100.0		

**should seniors over the age of 65 receive a discount**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	435	90.3	93.4	93.4
	no	12	2.5	2.6	96.0
	don't know	19	3.9	4.0	100.0
	Total	466	96.7	100.0	
Missing	System	16	3.3		
Total		482	100.0		

**should all seniors over the age of 65 receive a discount**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	provide to all	288	59.8	64.1	64.1
	based on need	149	30.9	33.1	97.1
	don't know	13	2.7	2.9	100.0
	Total	450	93.4	100.0	
Missing	System	32	6.6		
Total		482	100.0		



**should the Town negotiate a senior discount as part of the license renewal**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	370	76.7	83.9	83.9
	no	8	1.6	1.7	85.6
	don't know	63	13.2	14.4	100.0
	Total	441	91.4	100.0	
Missing	System	41	8.6		
Total		482	100.0		

**would you support the continued use of the I-Net by the Town for audio and video purposes**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	296	61.3	63.4	63.4
	no	23	4.7	4.9	68.3
	don't know	148	30.7	31.7	100.0
	Total	466	96.7	100.0	
Missing	System	16	3.3		
Total		482	100.0		

**do you think Comcast should continue to provide emergency override capability to the Town w/out charge**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	464	96.2	99.5	99.5
	no	3	.5	.5	100.0
	Total	466	96.7	100.0	
Missing	System	16	3.3		
Total		482	100.0		

**should the Town negotiate this as a continuing requirement of a new cable television license**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	437	90.7	95.6	95.6
	no	20	4.2	4.4	100.0
	Total	457	94.9	100.0	
Missing	System	25	5.1		
Total		482	100.0		



**installation cost is too high**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.7	15.4	15.4
	2	1	.2	2.0	17.4
	3	21	4.3	38.8	56.2
	4	13	2.6	23.5	79.7
	5	11	2.3	20.3	100.0
	Total	54	11.1	100.0	
Missing	6	4	.8		
	System	424	88.0		
	Total	428	88.9		
Total		482	100.0		

**monthly bill is too high**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	1.6	13.9	13.9
	2	1	.2	1.8	15.7
	3	7	1.5	12.3	28.0
	4	7	1.5	12.8	40.8
	5	34	7.0	59.2	100.0
	Total	57	11.8	100.0	
Missing	6	1	.2		
	System	424	88.0		
	Total	425	88.2		
Total		482	100.0		

**use a satellite dish to receive signals**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	1.3	12.0	12.0
	3	0	.1	.6	12.6
	5	46	9.5	87.4	100.0
	Total	52	10.9	100.0	
Missing	System	430	89.1		
Total		482	100.0		



**use over-the-air signals only**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	38	8.0	68.6	68.6
	2	0	.1	.7	69.3
	3	7	1.4	12.3	81.5
	5	10	2.1	18.5	100.0
	Total	56	11.6	100.0	
Missing	6	0	.1		
	System	426	88.3		
	Total	426	88.4		
Total		482	100.0		

**have no television/don't watch TV**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	43	8.9	80.6	80.6
	5	10	2.1	19.4	100.0
	Total	53	11.1	100.0	
Missing	6	0	.1		
	System	428	88.9		
	Total	429	88.9		
Total		482	100.0		

**cable is not available on your street**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	10.8	99.4	99.4
	3	0	.1	.6	100.0
	Total	52	10.9	100.0	
Missing	System	430	89.1		
Total		482	100.0		

