UNIVERSITY OF MASSACHUSETTS DARTMOUTH  
CENTER FOR POLICY ANALYSIS

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Clyde W. Barrow, Ph.D., Political Science  
Director

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<th>University</th>
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<td>Public Administration</td>
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EXECUTIVE STAFF

<table>
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<th>Name</th>
<th>Title</th>
<th>University</th>
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<tbody>
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<td>Public Administration</td>
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<td>Project Manager</td>
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<td>Nancy Trudel</td>
<td></td>
<td>Assistant to the Director</td>
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<tr>
<td>Mario Carloni, Political Science</td>
<td>Research Assistant</td>
<td></td>
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</tbody>
</table>

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Polling and Program Evaluation Research Series No. 103
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EXECUTIVE SUMMARY

Comcast, Inc. is one of three cable television providers in the town of Stoneham, Massachusetts. Comcast’s current license to provide cable television service in Stoneham expires in April 2012. The results of this random sample telephone survey will assist the Town of Stoneham to determine its cable-related community needs and interests and how residents feel about the cable services it provides. The results will be considered as the Town of Stoneham: (i) requests services and funding to be provided by Comcast in Stoneham in a new cable television renewal license and (ii) reviews Comcast’s proposal for renewal of its cable television license in Stoneham.

A total of 402 telephone interviews were conducted with Stoneham households from October 5, 2011 through October 10, 2011 using a survey instrument developed by the Town of Stoneham. More than ninety-five percent of respondents (95.7%) subscribe to cable television (Comcast, Verizon FiOS, or RCN), while 3.0 percent subscribe to satellite, 0.7 percent do not watch television, and 0.6 percent receive over-the-air signals only. Among cable subscribers, 56.7 percent subscribe to Comcast Cable, 38.5 percent subscribe to Verizon FiOS, and 4.7 percent subscribe to RCN.

Results include:

Overall Satisfaction with Comcast Cable Television

Current Comcast subscribers were asked to rate their overall satisfaction with Comcast cable television on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat satisfied and very dissatisfied. Nearly forty percent (39.9%) of subscribers report they are very satisfied with Comcast cable television, while 41.2 percent are somewhat satisfied, 10.8 percent are neither satisfied nor dissatisfied, 5.9 percent are somewhat dissatisfied, and 2.3 percent are very dissatisfied.

Satisfaction with Comcast Services

Comcast subscribers were asked to indicate their level of satisfaction with various Comcast services on a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent. Subscribers on average rate all services a 3.7 or higher on the 1 to 5 scale. Subscribers are most satisfied with the quality of the signal reception (4.3 average), followed by:

- the reliability of the converter box (4.1 average),
- the consistency of the sound level (4.0 average),
- the clarity of billing (3.9 average), and
- the time to reach a customer service representative by telephone (3.7 average).

Cost of Cable Services

Subscribers were asked if they are paying too much, just the right amount, or too little for the cable services that they currently purchase from Comcast. More than seventy-eight percent of subscribers (78.9%) feel they are paying too much for their cable service, while 21.1 percent feel they are paying just the right amount and no subscribers feel they are paying too little for their cable service.
Amount Willing to Pay for Additional Cable Channels

Subscribers were asked the amount they would be willing to pay monthly for each additional cable channel, including music, comedy, news, sports and shopping channels. Subscribers are not amenable to paying more for these types of channels, particularly shopping channels (95.8% would not pay more). In addition,

- 90.5 percent of subscribers would not pay more for music channels,
- 89.8 percent of subscribers would not pay more for news channels,
- 88.5 percent of subscribers would not pay more for comedy channels, and
- 79.1 percent of subscribers would not pay more for sports channels.

Optional Cable Service Package

Subscribers were asked if they would like to see Comcast offer an optional cable service package that includes fewer channels than standard cable or a digital package, but more channels than Basic Cable Service, for a lower price. Over eighty-five percent of subscribers (85.6%) would like to see Comcast offer an optional cable service package, while 12.2 percent of subscribers would not like an optional cable service package and 2.2 percent do not know.

Customer Service Offices

Comcast operates customer service offices at 2 Lowell Street (the intersection of Route 129 and Route 38) in Wilmington and at 188 Broadway (Route 1) in Saugus. Only 39.7 percent of Comcast subscribers were able to name Wilmington or Saugus as the customer service office closest to their home. Subscribers were asked if these offices are conveniently located;

- 45.9 percent of subscribers report that the Saugus customer service office is conveniently located.
- 62.2 percent of subscribers report that the Wilmington office is conveniently located.

Subscribers who report that either or both the Saugus or Wilmington customer service offices are conveniently located were asked the following question: “Should Comcast be required to maintain a customer service office no further away from Stoneham than the current customer service offices in Saugus and Wilmington?” Over seventy-three percent of respondents (73.1%) agree that Comcast should be required to maintain a customer service office no further away from Stoneham than the current customer service offices in Saugus and Wilmington, while 24.1 percent disagree and 2.8 percent do not know.

In addition, subscribers who report that neither the Saugus nor Wilmington customer service offices are conveniently located were asked the following question: “Should Comcast be required to maintain a customer service office that is conveniently located to Stoneham?” Nearly fifty-six percent of respondents (55.9%) agree that Comcast should be required to maintain a customer service office that is conveniently located to Stoneham, while 35.8 percent disagree and 8.3 percent do not know.
Public, Educational and Government (PEG) Access Programming

Public, Educational, and Government (PEG) access programming in Stoneham includes government meetings, school activities, community events, and public access programming. Respondents were asked several questions about PEG access programming in Stoneham, including respondents who are not Comcast subscribers.

- Twenty-eight percent of respondents (28.0%) report that they highly value PEG programming, while 36.4 percent of respondents somewhat value PEG programming and 35.6 percent do not value PEG programming.
- Respondents were asked if they believe that Educational Access programming, including school sports, theater, arts, music, graduations, and programming and information from the Stoneham Public Schools be cablecast in the Town of Stoneham. Eighty-four percent of respondents (84.0%) believe that Educational Access programming should be cablecast in the Town of Stoneham, while 13.9 percent do not agree and 2.1 percent do not know.
- Respondents were asked if they, a family member, or an organization or business they are associated with would like to see Stoneham TV offer expanded video production training classes to Stoneham residents, organizations, and businesses, such as training for the use of digital video equipment, including cameras and computer based editing. Over fifty-eight percent of respondents (58.9%) would like to see expanded video production training classes, while 37.6 percent are not interested in expanded video production training classes and 3.5 percent do not know.
- Over sixty-two percent of respondents (62.6%) agree that the PEG Access stations should have HDTV capability within the next 5 years, while 26.0 percent of respondents do not agree and 11.4 percent do not know.

PEG Access Programming that Respondents and their Families Would Like to See on Stoneham TV

Respondents were provided a list of sixteen types of community programming and asked which types they or their family would like to see on Stoneham TV. A majority of respondents would like to see the following programming:

- Stoneham Votes (63.4%),
- Stoneham Theater, Music, and Arts (59.0%),
- Stoneham Special Events (58.0%),
- Stoneham Senior and Youth Programming (57.1%),
- Representing Stoneham (55.5%),
- Stoneham History (54.2%),
- Stoneham Food and Dining (53.0%), and
- Stoneham Forum (52.2%).

In addition, a significant percentage of respondents would like to see the following programming:

- Local Small Business Spotlight (47.1%),
- Recreation Report (44.9%),
- Stoneham Home and Gardening (44.8%),
- Stoneham Youth Sports (44.6%),
- Religious Programming (39.7%),
- Children’s Story Hour (38.6%), and
- Sports Talk (33.2%).
Town Meetings Coverage

Respondents were asked if they or their family would like to see various town meetings cablecast on PEG Access. Specifically, 60.7 percent of respondents would like to see Annual and Special Town meetings cablecast, followed by:

- Board of Selectmen meetings (57.1%),
- School Committee meetings (49.6%),
- Finance and Advisory Board meetings (47.2%),
- Planning Board meetings (42.6%),
- Open Space and Recreation Committee meetings (42.1%),
- Conservation Commission meetings (41.5%),
- School Building Committee meetings (41.1%),
- Zoning Board of Appeals meetings (40.4%), and
- Library Trustees meetings (34.9%).

Educational Access Programming

Respondents were asked if they or their family would like to see specific Educational Access programming cablecast on Stoneham TV. Specifically, 56.4 percent of respondents would like to see concerts, followed by:

- Plays (52.7%),
- Graduations (51.6%),
- School sports (51.4%),
- Award presentations (44.2%),
- Student newscasts (43.8%),
- Superintendent and Principal updates (42.6%),
- Carnival Ball (40.6%), and
- Courses and training (40.4%).

Video on Demand and Availability for PEG Programming

Video on Demand offers certain programs that are available any time subscribers want to watch them - with the ability to fast forward, rewind and pause selections. More than eighty percent of respondents (80.8%) report that they are familiar with Comcast’s Video on Demand.

Respondents were asked if they would like PEG programming, including government meetings, to be available as Video on Demand so that they can watch the programming at their convenience. More than seventy-three percent of respondents (73.1%) indicate they would like PEG programming to be available as Video on Demand, while 23.4 percent of respondents would not like PEG programming to be available as Video on Demand and 3.5 percent do not know.
Electronic Program Guide

The Electronic Program Guide lists cable programs and times on the television screen. By clicking on the listed program, a subscriber can view the cable program or with a Digital Video Recorder, the subscriber can schedule the program to be recorded. More than seventy-seven percent of respondents (77.8%) are familiar with Comcast’s Electronic Program Guide.

Respondents were asked if the PEG access program schedule should be included as part of Comcast’s Electronic Program Guide. Eighty-two percent of respondents (82.0%) would like the PEG program schedule to be included as part of the Electronic Program Guide, while 15.2 percent would not like the PEG program schedule to be included as part of the Guide and 2.8 percent do not know.

Programming Offered on an “A-La-Carte” Basis

Respondents were asked if they would like the opportunity to purchase cable channels from Comcast “a-la-carte,” that is, subscribers choose and pay for only the specific channels that they would like to view. More than seventy-seven percent of respondents (77.6%) indicate that they would like to buy cable channels a-la-carte, while 18.6 percent of respondents would not like the opportunity to buy channels a-la-carte and 3.8 percent of respondents do not know. The average number of channels to which respondents would subscribe if they had the opportunity to buy channels a-la-carte is 25 channels.

Availability of Comcast Cable to All Residents

Comcast subscribers were asked if they believe the cable operator should be required to offer cable service to every residence in Stoneham regardless of where their home is located and regardless of the population density of the area. Over ninety percent of subscribers (90.9%) believe that the cable operator should be required to offer cable service to every residence in Stoneham, while 6.6 percent of respondents disagree and 2.5 percent do not know.

Personal Subscriber Information

Respondents were asked to rate the importance of the protection of personal subscriber information by the cable provider on a scale of very important, somewhat important, or not important. Nearly ninety percent of respondents (89.5%) believe that protecting the privacy of personal subscriber information is very important, followed by 7.6 percent of respondents who believe that protecting privacy is somewhat important, 1.1 percent who believe that protecting privacy is not important, and 1.8 percent of respondents who do not know.

In addition, respondents were asked if they are willing to accept personal inconvenience, such as the need to “opt into” a particular database, to assist the cable operator in the protection of their personal subscriber information. For example, the cable operator would have to be specifically authorized by a subscriber before they are allowed to share the subscriber’s name and contact information with a third party. More than eighty-three percent of respondents (83.6%) indicate they are willing to accept personal inconvenience to assist the cable operator in the protection of their personal subscriber information, while 13.5 percent of respondents are not willing to accept personal inconvenience and 2.9 percent do not know.
1.00 INTRODUCTION

Comcast, Inc. is one of three cable television providers in the town of Stoneham, Massachusetts. Comcast’s current license to provide cable television service in Stoneham expires in April 2012. The results of this random sample telephone survey will assist the Town of Stoneham to determine its cable-related community needs and interests and how residents feel about cable services provided in Stoneham. The results will be considered as the Town of Stoneham: (i) requests services and funding to be provided by Comcast in Stoneham in a new cable television renewal license and (ii) reviews Comcast’s proposal for renewal of its cable television license in Stoneham. Section 626 of the Cable Act requires that “a cable operator’s proposal be reasonable to meet the future cable-related community needs and interests, taking into account the cost of meeting such needs and interests.” Importantly, this is a community-wide survey that includes the opinions of Stoneham residents regardless of the type of service to which they subscribe (i.e. Comcast, Verizon, RCN, satellite, or over-the-air signals only).

2.00 METHODOLOGY AND SURVEY TABULATION

A total of 402 telephone interviews were conducted with Stoneham households from October 5, 2011 through October 10, 2011. The overall margin of error for the poll is +/-4.8 percent for the complete set of data and the response rate for the survey is 19.2 percent (AAPOR#4). Twenty test interviews were conducted before full implementation of the survey began.

Interviews were conducted between 3:00 pm and 8:00 pm on weekdays and 10:00 am to 4:00 pm on Saturday and Sunday. 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, primarily during the morning hours. Respondents were called a minimum of four times before they were determined to be unreachable.

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.

2.10 SURVEY INSTRUMENT

The telephone survey was conducted using a survey instrument developed by the Town of Stoneham. 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 private and university-based polling and survey research organizations. The system uses a list of all possible telephone numbers in a particular geographic area (e.g., a state) to randomly generate a telephone sample for the designated geographic area. The survey was conducted using a random digit dialing (RDD) sample. The RDD sample insures an equal and known probability of selection for every residential telephone number (listed and unlisted) in the sample geographic frame.

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1 The number of respondents for some questions is lower, thus the margin of error is higher in those instances.
2.30 SURVEY ADMINISTRATION

The Center for Policy Analysis uses Computer Assisted Telephone Interviewing, or CATI, to conduct telephone surveys. Specifically, CFPA uses WinCATI software from Sawtooth Technologies, which is one of most widely used CATI systems in the world. Using WinCATI, telephone interviewers conduct interviews via computers, which provides highly reliable data because the computer controls the questionnaire, skip patterns are executed exactly as intended, responses are within range, and there are no missing data.

2.40 TELEPHONE INTERVIEWER TRAINING AND SUPERVISION

Center staff and student research assistants 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.

2.50 ANALYSIS OF RESULTS

Basic frequencies were tabulated for each survey question. 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 Stoneham as defined by the U.S. Census Bureau (2005-2009 American Community Survey estimates). All data in this report have been weighted to adjust for sex and age, although the difference between the weighted and unweighted samples for each question are generally between 1.0 to 2.5 percent.
3.00 RESULTS

A total of 402 telephone interviews were conducted with Stoneham households. More than 54 percent of these respondents subscribe to Comcast Cable (54.2%), while 37.0 percent subscribe to Verizon FiOS, 4.6 percent subscribe to RCN, 3.0 percent subscribe to a satellite service, 0.7 percent do not watch television, and 0.6 percent receive over-the-air signals only (see Figure 1).²

![Figure 1](image)

3.10 FORMER COMCAST SUBSCRIBERS

More than 3-in-4 respondents (77.6%) who are not Comcast subscribers report they are former subscribers. The year in which these respondents last subscribed to Comcast cable television are included in Table 1.

<table>
<thead>
<tr>
<th>Year</th>
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<tr>
<td>Pre-2000</td>
<td>5</td>
<td>3.5%</td>
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<tr>
<td>2000-2005</td>
<td>22</td>
<td>15.6%</td>
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<tr>
<td>2006</td>
<td>17</td>
<td>12.1%</td>
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<tr>
<td>2007</td>
<td>18</td>
<td>12.8%</td>
</tr>
<tr>
<td>2008</td>
<td>18</td>
<td>12.8%</td>
</tr>
<tr>
<td>2009</td>
<td>21</td>
<td>14.9%</td>
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<tr>
<td>2010</td>
<td>17</td>
<td>12.1%</td>
</tr>
<tr>
<td>2011</td>
<td>23</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

² Percentages in this report may not add to 100 percent due to rounding.
Respondents who previously subscribed to Comcast were asked to rate their overall satisfaction when they subscribed. Just under 10 percent (9.8%) report that they were very satisfied when they subscribed to Comcast, while 43.8 percent were somewhat satisfied, 15.0 percent were neither satisfied nor dissatisfied, 19.5 percent were somewhat dissatisfied, and 11.9 percent were very dissatisfied (see Figure 2).

3.20 Satisfaction with Comcast Services/Practices and Subscriber Contact with Comcast

3.21 Overall Satisfaction with Comcast Cable Television – Current Comcast Subscribers

Current Comcast subscribers were asked to rate their overall satisfaction with Comcast cable television on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat satisfied and very dissatisfied. Nearly forty percent (39.9%) of respondents report they are very satisfied with Comcast cable television, while 41.2 percent of respondents are somewhat satisfied, 10.8 percent are neither satisfied nor dissatisfied, 5.9 percent are somewhat dissatisfied, and 2.3 percent are very dissatisfied (see Figure 3).
3.22 SATISFACTION WITH COMCAST SERVICES

Comcast subscribers were asked to indicate their level of satisfaction with various Comcast services on a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent. Subscribers on average rate all services a 3.7 or higher on the 1 to 5 scale. Subscribers are most satisfied with the quality of the signal reception (4.3 average), followed by the reliability of the converter box (4.1 average), the consistency of the sound level (4.0 average), the clarity of billing (3.9 average), and the time to reach a customer service representative by telephone (3.7 average) (see Figure 4).

Figure 4

Satisfaction with Cable TV Services
Average on a Scale of 1 to 5

<table>
<thead>
<tr>
<th>Service</th>
<th>Average</th>
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<tbody>
<tr>
<td>Quality of picture/signal reception</td>
<td>4.3</td>
</tr>
<tr>
<td>Reliability of converter box</td>
<td>4.1</td>
</tr>
<tr>
<td>Consistency of sound level</td>
<td>4.0</td>
</tr>
<tr>
<td>Clarity of billing</td>
<td>3.9</td>
</tr>
<tr>
<td>Time to reach a Comcast customer service representative by phone</td>
<td>3.7</td>
</tr>
</tbody>
</table>
3.30 **Cost of Cable Services and Amount Willing to Pay for Additional Cable Channels**

3.31 **Cost of Cable Services**

More than seventy-eight percent of subscribers (78.9%) feel they are paying too much for their cable service, while 21.1 percent of subscribers feel they are paying just the right amount and no subscribers feel they are paying too little for their cable service (see Figure 6).

![Figure 5](image)

3.32 **Amount Willing to Pay for Additional Cable Channels**

Subscribers were asked the amount they would be willing to pay monthly for each additional cable channel, including music, comedy, news, sports and shopping channels. Subscribers are not amenable to paying more for these types of channels, particularly shopping channels (95.8% would not pay more). In addition, 90.5 percent of subscribers would not pay more for music channels, 89.8 percent would not pay more for news channels, 88.5 percent would not pay more for comedy channels, and 79.1 percent would not pay more for sports channels (see Figure 7).

![Figure 6](image)
3.33 **Optional Cable Service Package**

Subscribers were asked if they would like to see Comcast offer an optional cable service package that includes fewer channels than standard cable or a digital package, but more channels than Basic Cable Service, for a lower price. Over eighty-five percent of subscribers (85.6%) would like to see Comcast offer an optional cable service package, while 12.2 percent of subscribers would not like an optional cable service package and 2.2 percent do not know (see Figure 8).

![Figure 7](image-url)
3.40 **CUSTOMER SERVICE OFFICES**

Comcast operates customer service offices at 2 Lowell Street (the intersection of Route 129 and Route 38) in Wilmington and at 188 Broadway (Route 1) in Saugus. Nearly two-thirds of subscribers (65.7%) reported that they knew the location of the nearest Comcast customer service office to their home. However, when these respondents (i.e. respondents who reported that they knew the location of the nearest Comcast customer service office) were asked to name that office, only 62.3 percent were able to name Wilmington or Saugus as the correct office. Thus, overall only 39.7 percent of Comcast subscribers were actually able to name Wilmington or Saugus as the customer service office closest to their home.

Subscribers were asked if the offices are conveniently located; 45.9 percent of subscribers report that the Saugus customer service office is conveniently located, while 62.2 percent of subscribers report that the Wilmington office is conveniently located (see Figure 9).³

![Figure 8](image-url)

**Figure 8**

> Is the Saugus/Wilmington Customer Service Office Conveniently Located for You?

³ All Comcast subscribers were asked this question whether or not they knew where the customer service offices are located. However, before this question was asked, the respondent was read the exact location of each of the offices (see Appendix A, Q12B).
Subscribers who report that either or both the Saugus or Wilmington customer service offices are conveniently located were asked the following question: “Should Comcast be required to maintain a customer service office no further away from Stoneham than the current customer service offices in Saugus and Wilmington?” Over seventy-three percent of respondents (73.1%) agree that Comcast should be required to maintain a customer service office no further away from Stoneham than the current customer service offices in Saugus and Wilmington, while 24.1 percent disagree and 2.8 percent do not know (see Figure 10).

![Figure 9](imageURL)

Subscribers who report that neither the Saugus nor Wilmington customer service offices are conveniently located were asked the following question: “Should Comcast be required to maintain a customer service office that is conveniently located to Stoneham?” Nearly fifty-six percent of respondents (55.9%) agree that Comcast should be required to maintain a customer service office that is conveniently located to Stoneham, while 35.8 percent disagree and 8.3 percent do not know (see Figure 11).

![Figure 10](imageURL)
3.50 Public, Educational, and Government (PEG) Access Programming

Public, Educational, and Government (PEG) access programming in Stoneham includes government meetings, school activities, community events, and public access programming. Respondents were asked several questions about PEG access programming in Stoneham, including respondents who are not Comcast subscribers.

3.51 Value of PEG Access Programming

Respondents were asked how much they value having access to PEG access programming, including the following types of programming: Board of Selectmen, School Committee and other government meetings, school events (including athletic events), performing arts and graduations, and community events such as Town Day and Carnival Ball.

Twenty-eight percent of respondents (28.0%) highly value PEG programming, while 36.4 percent of respondents somewhat value PEG programming and 35.6 percent do not value PEG programming (see Figure 12).

---

4 The remaining questions in this report were asked of all respondents whether or not they are Comcast subscribers.
5 There are only minor differences between Comcast subscribers and respondents as a whole and these differences are within the survey’s margin of error.
Respondents were provided a list of sixteen types of community programming and asked which types they or their family would like to see on Stoneham TV. The highest percentage of respondents would like to see Stoneham Votes (63.4%), Stoneham Theater, Music, and Arts (59.0%), Stoneham Special Events (58.0%), Stoneham Senior and Youth Programming (57.1%), Representing Stoneham (55.5%), Stoneham History (54.2%), Stoneham Food & Dining (53.0%), Stoneham Forum (52.2%) and Stoneham Area Employment & Career Opportunities (50.0%) (see Figure 13).\(^6\)

\[\text{Figure 12}\]

**What Types of PEG Access Programming Would You and Your Family Like to See on Stoneham TV Going Forward?**

<table>
<thead>
<tr>
<th>Programming Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stoneham Votes</td>
<td>63.4%</td>
</tr>
<tr>
<td>Stoneham Theater, Music, and Arts</td>
<td>59.0%</td>
</tr>
<tr>
<td>Stoneham Special Events</td>
<td>58.0%</td>
</tr>
<tr>
<td>Stoneham Senior &amp; Youth Programming</td>
<td>57.1%</td>
</tr>
<tr>
<td>Representing Stoneham</td>
<td>55.5%</td>
</tr>
<tr>
<td>Stoneham History</td>
<td>54.2%</td>
</tr>
<tr>
<td>Stoneham Food &amp; Dining</td>
<td>53.0%</td>
</tr>
<tr>
<td>Stoneham Forum</td>
<td>52.2%</td>
</tr>
<tr>
<td>Stoneham Area Employment &amp; Career Opportunities</td>
<td>50.0%</td>
</tr>
<tr>
<td>Local Small Business Spotlight</td>
<td>47.1%</td>
</tr>
<tr>
<td>Recreation Report</td>
<td>44.9%</td>
</tr>
<tr>
<td>Stoneham Home &amp; Gardening</td>
<td>44.8%</td>
</tr>
<tr>
<td>Stoneham Youth Sports</td>
<td>44.6%</td>
</tr>
<tr>
<td>Religious Programming</td>
<td>39.7%</td>
</tr>
<tr>
<td>Children’s Story Hour</td>
<td>38.6%</td>
</tr>
<tr>
<td>Sports Talk</td>
<td>33.2%</td>
</tr>
</tbody>
</table>

6 There are only minor differences between Comcast subscribers and respondents as a whole and these differences are within the survey's margin of error.

7 Other suggestions for community programming provided by respondents include: police and fire reports (N=3), information about town departments (e.g. what they do), shows about addiction, math and technology programming, zoo programming, foreign programming, and teen oriented programming.
**3.53  **Town Meetings Coverage

Respondents were asked if they or their family would like to see various town meetings cablecast on PEG access. Specifically, 60.7 percent of respondents would like to see Annual and Special Town meetings cablecast, followed by Board of Selectmen meetings (57.1%), School Committee meetings (49.6%), Finance and Advisory Board Meetings (47.2%), Planning Board meetings (42.6%), Open Space and Recreation Committee meetings (42.1%), Conservation Commission meetings (41.5%), School Building Committee meetings (41.1%), Zoning Board of Appeals meetings (40.4%), and Library Trustees meetings (34.9%)(see Figure 14).8

---

8 There are only minor differences between Comcast subscribers and respondents as a whole and these differences are within the survey’s margin of error.
3.54    **IMPROVED AND EXPANDED PEG ACCESS PROGRAMMING**

Respondents were asked if they believe that Educational Access programming, including school sports, theater, arts, music, graduations, and programming and information from the Stoneham Public Schools should be cablecast in the Town of Stoneham. Eighty-four percent of respondents (84.0%) believe that Educational Access programming should be cablecast in the Town of Stoneham, while 13.9 percent do not agree and 2.1 percent do not know (see Figure 15).

**Figure 14**

Should Educational Access Programming, Including School Sports, Theater, Arts, Music, Graduations, and Programming and Information from the Stoneham Public Schools Be Cablecast in the Town of Stoneham?

- Yes: 84.0%
- No: 13.9%
- Don't Know: 2.1%

N=402
3.55 Educational Access Programming

Respondents were asked if they or their family would like to see specific Educational Access programming cablecast on Stoneham TV. Specifically, 56.4 percent of respondents would like to see concerts, followed by plays (52.7%), graduations (51.6%), school sports (51.4%), award presentations (44.2%), student newscasts (43.8%), Superintendent and Principal updates (42.6%), Carnival Ball (40.6%), and courses and training (40.4%) (see Figure 16).  

Figure 15

Would You or Your Family Like to See the Following Educational Access Programming Cablecast on Stoneham TV?

- Concerts: 56.4%
- Plays: 52.7%
- Graduations: 51.6%
- School Sports: 51.4%
- Award Presentations: 44.2%
- Student Newscasts: 43.8%
- Superintendent and Principal Updates: 42.6%
- Carnival Ball: 40.6%
- Courses and Training - From Car Repairs to the Physics of the Automobile: 40.4%

There are only minor differences between Comcast subscribers and respondents as a whole and these differences are within the survey’s margin of error.
3.56 EXPANDED VIDEO PRODUCTION TRAINING CLASSES

Respondents were asked if they, a family member, or an organization or business they are associated with would like to see Stoneham TV offer expanded video production training classes to Stoneham residents, organizations, and businesses, such as training for the use of digital video equipment, including cameras and computer based editing. Over fifty-eight percent of respondents (58.9%) would like to see expanded video production training classes, while 37.6 percent are not interested in expanded video production training classes and 3.5 percent do not know (see Figure 17).

![Figure 16](image1.png)

**Figure 16**

Would You, A Family Member, or an Organization or Business You Are Associated with Like to See Stoneham TV Offer Expanded Video Production Training Classes?

3.57 HIGH DEFINITION (HDTV) CAPABILITY OF PEG ACCESS PROGRAMMING OVER THE NEXT FIVE YEARS

Over sixty-two percent of respondents (62.6%) agree that PEG Access stations should have HDTV capability within the next 5 years, while 26.0 percent of respondents do not agree and 11.4 percent do not know (see Figure 18).

![Figure 17](image2.png)

**Figure 17**

Do You Feel that the PEG Access Channels Should Have High Definition (HDTV) Capability Within the Next Five Years?
3.60 **VIDEO ON DEMAND AND ELECTRONIC PROGRAM GUIDE**

3.61 **FAMILIARITY WITH COMCAST’S VIDEO ON DEMAND AND AVAILABILITY FOR PEG PROGRAMMING**

Video on Demand offers certain programs that are available any time subscribers want to watch them with the ability to fast forward, rewind and pause selections. More than eighty percent of respondents (80.8%) report that they are familiar with Comcast’s Video on Demand (see Table 13).

Respondents were asked if they would like PEG programming, including government meetings, to be available as Video on Demand so that they can watch the programming at their convenience. More than seventy-three percent of respondents (73.1%) indicate they would like PEG programming to be available as Video on Demand, while 23.4 percent of respondents would not like PEG programming to be available as Video on Demand and 3.5 percent do not know (see Table 2 and Figure 19).

There are only minor differences between Comcast subscribers and respondents as a whole and these differences are within the survey’s margin of error. However, a significantly higher percentage of respondents who are familiar with Video on Demand would like PEG programming to be available as Video on Demand in comparison to respondents who are not familiar with the service.

<table>
<thead>
<tr>
<th>Table 2</th>
<th>Comcast Video on Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiar with VOD?</td>
<td>PEG Available as VOD?</td>
</tr>
<tr>
<td>Yes</td>
<td>80.8%</td>
</tr>
<tr>
<td>No</td>
<td>19.2%</td>
</tr>
<tr>
<td>Do Not Know</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Figure 18**

Should PEG Access Programming, Including Government Meetings, Be Available On Video On Demand So that Subscribers Can Watch the Programming at Their Convenience?

- Yes 73.1%
- No 23.4%
- Don’t Know 3.5%

N=401

---

10 This question was asked to all subscribers regardless of whether or not they were familiar with Video on Demand. Interviewers explained Video on Demand to respondents who were not familiar with this service before asking the question.
3.62 **Electronic Program Guide**

The Electronic Program Guide lists cable programs and times on the television screen. By clicking on the listed program, a subscriber can view the cable program or with a Digital Video Recorder, the subscriber can schedule the program to be recorded. More than seventy-seven percent of respondents (77.8%) are familiar with Comcast’s Electronic Program Guide (see Table 3).

Respondents were asked if the PEG access program schedule should be included as part of Comcast’s Electronic Program Guide.\(^\text{11}\) Eighty-two percent of respondents (82.0%) would like the PEG program schedule to be included as part of the Electronic Program Guide, while 15.2 percent would not like the PEG program schedule to be included as part of the Guide and 2.8 percent do not know (see Table 3 and Figure 20). (As with PEG Access Video on Demand above, a significantly higher percentage of respondents who are familiar with the Electronic Program Guide would like PEG programming to be available on the Electronic Program Guide in comparison to respondents who are not familiar with the service).

<table>
<thead>
<tr>
<th></th>
<th>Familiar with Guide?</th>
<th>Should PEG Schedule Be Included?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>77.8%</td>
<td>82.0%</td>
</tr>
<tr>
<td>No</td>
<td>22.2%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>N/A</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

**Table 3**

Electronic Program Guide

**Figure 19**

Should the PEG Access Program Schedule Be Included as Part of the Electronic Program Guide in Order to Know When the Program is Going to Be Shown, Provide Information About the Program, and More Easily Schedule the Recording of the Program?

- Yes 82.0%
- No 15.2%
- Don’t Know 2.8%

\(^{11}\) This question was asked to all subscribers regardless of whether or not they were familiar with the Electronic Program Guide. Interviewers explained the Electronic Program Guide to respondents who were not familiar with this service before asking the question.
3.70 “A-LA-CARTE” PROGRAMMING

Respondents were asked if they would like the opportunity to purchase cable channels from Comcast “a-la-carte,” that is, subscribers choose and pay for only the specific channels that they would like to view. More than seventy-seven percent of respondents (77.6%) indicate that they would like to buy cable channels a-la-carte, while 18.6 percent of respondents would not like the opportunity to buy channels a-la-carte and 3.8 percent of respondents do not know (see Figure 21). The average number of channels to which respondents would subscribe if they had the opportunity to buy channels a-la-carte is 25 channels.\(^\text{12}\)

![Figure 20](image)

3.80 AVAILABILITY OF COMCAST CABLE TO ALL RESIDENTS

Respondents were asked if they believe cable operators should be required to offer cable service to every residence in Stoneham regardless of where their home is located and regardless of the population density of the area. Over ninety percent of respondents (90.9%) believe that the cable operator should be required to offer cable service to every residence in Stoneham, while 6.6 percent of respondents disagree and 2.5 percent do not know (see Figure 5).\(^\text{13}\)

![Figure 21](image)

\(^{12}\) There are only minor differences between Comcast subscribers and respondents as a whole and these differences are within the survey’s margin of error.

\(^{13}\) This question about the availability of cable service to all residents was asked of all respondents, not simply Comcast subscribers.
3.90 **PERSONAL SUBSCRIBER INFORMATION**

3.91 **IMPORTANCE OF PROTECTING PERSONAL SUBSCRIBER INFORMATION**

Respondents were asked to rate the importance of the protection of personal subscriber information by the cable provider on a scale of very important, somewhat important, or not important. Nearly ninety percent of respondents (89.5%) believe that protecting the privacy of personal subscriber information is very important, followed by 7.6 percent of respondents who believe that protecting privacy is somewhat important, 1.1 percent who believe that protecting privacy is not important, and 1.8 percent of respondents who do not know (see Figure 22).

![Figure 22](image)

3.92 **WILLINGNESS TO ACCEPT PERSONAL INCONVENIENCE TO PROTECT SUBSCRIBER INFORMATION**

Respondents were asked if they are willing to accept personal inconvenience, such as the need to “opt into” a particular database, to assist the cable operator in the protection of their personal subscriber information. For example, the cable operator would have to be specifically authorized by a subscriber before they are allowed to share the subscriber’s name and contact information with a third party.

More than eighty-three percent of respondents (83.6%) indicate they are willing to accept personal inconvenience to assist the cable operator in the protection of their personal subscriber information, while 13.5 percent of respondents are not willing to accept personal inconvenience and 2.9 percent do not know (see Figure 23).

![Figure 23](image)
APPENDIX A – SURVEY INSTRUMENT

[INTRO1] Hi, my name is ________________ and I’m calling from UMass Dartmouth on behalf of the Town of Stoneham. How are you today? We are conducting a survey regarding cable television service in Stoneham.

Q1. Are you a resident of Stoneham?

1. YES [SKIP TO INTRO 2]
2. NO [INTERVIEWER READ: SORRY, BUT WE ARE ONLY INTERVIEWING STONEHAM RESIDENTS. THANK YOU FOR YOUR TIME] DISPOSITION CODE = NOT A RESIDENT

[INTRO2] Comcast’s current license to provide cable television service in Stoneham expires in April 2012. The results of this survey will help the Town of Stoneham determine its cable-related community needs and interests and how residents feel about cable services it provided in Stoneham. The results will be considered as the Town of Stoneham: (i) requests services and funding to be provided by Comcast in Stoneham in a new cable television renewal license and (ii) reviews Comcast’s proposal for renewal of its cable television license in Stoneham. Section 626 of the Cable Act requires that “a cable operator’s proposal be reasonable to meet the future cable-related community needs and interests, taking into account the cost of meeting such needs and interests.” We are interested in hearing from you whether or not you subscribe to Comcast cable television service.

We will be grateful if you will please answer a number of questions.

Q2A. Do you have a few minutes to complete the survey?

1. YES [SKIP TO Q3]
2. NO

Q2B. Your opinions on these issues are very important in helping the Town of Stoneham to determine how residents feel about the cable services provided by Comcast and we’d like to give you an opportunity to make your opinions heard. Are you sure you do not have time to complete the survey?

1. RESPONDENT WILL NOT PARTICIPATE [END INTERVIEW]
2. RESPONDENT WILL PARTICIPATE

Q3A. Thank you. First I would like to ask you if you are 18 years of age.

1. YES [SKIP TO Q4]
2. NO

Q3B. Is there someone 18 years of age or older that I can speak to?

1. YES [SKIP TO INTRO]
2. NO [INTERVIEWER READ: SORRY, BUT WE NEED TO SPEAK TO SOMEONE WHO IS AT LEAST 18 YEARS OF AGE. WE WILL CALL BACK AT ANOTHER TIME.] [END INTERVIEW]
Q4. Do you subscribe to cable television service such as Comcast, Verizon FIOS or RCN, a satellite television
service such as Direct TV or Dish Network, or do you receive over the air signals only?

1. CABLE TELEVISION (COMCAST, VERIZON FIOS, RCN)
2. SATELLITE [SKIP TO Q6A]
3. OVER THE AIR ONLY [SKIP TO Q6A]
4. DOES NOT WATCH TELEVISION [VOLUNTEERED] [SKIP TO Q6A]
88. DON'T KNOW [SKIP TO Q14A]
99. REFUSED [SKIP TO Q14A]

Q5. To which cable or other television service do you subscribe?

1. COMCAST CABLE [SKIP TO Q7]
2. VERIZON FIOS
3. RCN
4. OTHER
88. DON'T KNOW
99. REFUSED

Q6A. Are you a former Comcast subscriber?

1. YES
2. NO [SKIP TO Q14A]
88. DON'T KNOW [SKIP TO Q14A]
99. REFUSED [SKIP TO Q14A]

Q6B. In approximately what year did you last have Comcast cable television? ________

Q6C. How would you rate your overall satisfaction when you subscribed to Comcast cable television? Would
you say you were:

[INTERVIEWER: READ CHOICES]

1. VERY SATISFIED [SKIP TO Q14A]
2. SOMewhat SATISFIED [SKIP TO Q14A]
3. NEITHER SATISFIED NOR DISSATISFIED [SKIP TO Q14A]
4. SOMewhat DISSATISFIED [SKIP TO Q14A]
5. VERY DISSATISFIED [SKIP TO Q14A]
88. DON'T KNOW [SKIP TO Q14A]
99. REFUSED [SKIP TO Q14A]
Q7. On a scale of 1 to 5, with 1 meaning poor and 5 meaning excellent, how would you rate the following categories regarding your cable television service?

<table>
<thead>
<tr>
<th></th>
<th>1 Poor</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 Excellent</th>
<th>DK/RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of picture/signal reception</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Consistency of sound level</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Reliability of converter box</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Clarity of billing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Time to reach a Comcast customer service representative by phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Q8. In your opinion are you paying too much, just the right amount, or too little for the cable services you currently purchase from Comcast?

1  TOO MUCH
2  JUST THE RIGHT AMOUNT
3  TOO LITTLE
88  DON'T KNOW
99  REFUSED

Q9. Thinking about your existing cable service, how much extra would you be willing to pay each month for each of the following channels? How about additional:

[INTERVIEWER: READ CATEGORIES]

<table>
<thead>
<tr>
<th></th>
<th>nothing at all</th>
<th>Up to $.10</th>
<th>$.11 to $.25</th>
<th>$.26 to $.50</th>
<th>$.51 to $.75</th>
<th>$.76 to $1.00</th>
<th>&gt; $1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music Channels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Comedy Channels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>News Channels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Sports Channels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Shopping Channels</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

Q10. Would you like to see Comcast offer an optional cable service package that includes fewer channels than standard cable or a digital package, but more channels than Basic Cable Service, for a lower price?

1  YES
2  NO
88  DON'T KNOW
99  REFUSED
Q11. How would you rate your overall satisfaction with Comcast cable television? Would you say you are:

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
88. DON’T KNOW
99. REFUSED

Q12. Do you know the location of the nearest Comcast customer service office to your home?

1. YES [SKIP TO Q12A]
2. NO [SKIP TO Q 12B]
99. REFUSED

Q12A. Can you please tell me where that office is located?

1. RESPONDENT NAMES WILMINGTON OR SAUGUS
2. RESPONDENT CANNOT NAME WILMINGTON OR SAUGUS
99. REFUSED

Q12B. [INTERVIEWER READ]: Comcast has customer service offices at 2 Lowell Street (the intersection of Route 129 and Route38) in Wilmington and at 188 Broadway (Route 1) in Saugus.

Q12C. Is the Wilmington customer service office conveniently located for you?

1. YES
2. NO
88. DON’T KNOW
99. REFUSED

Q12D. Is the Saugus customer service office conveniently located for you?

1. YES
2. NO
88. DON’T KNOW
99. REFUSED

IF Q12C=1 OR Q12D=1 CONTINUE TO Q13A.
IF Q12C AND Q12D>1 SKIP TO Q13B

Q13A. Should Comcast be required to maintain a customer service office no further away from Stoneham than the current customer service offices in Saugus and Wilmington?

1. YES
2. NO
88. DON’T KNOW
99. REFUSED

SKIP TO Q14A
Q13B. Should Comcast be required to maintain a customer service office that is conveniently located to Stoneham?

1 YES
2 NO
88 DON’T KNOW
99 REFUSED

Q14A. Now I would like to ask you a few questions about Public, Educational and Government programming in Stoneham, which is also known as PEG Access Programming. PEG Access Programming includes government meetings, school activities, community events, and public access programming.

[If Q5=1 INTERVIEWER READ]
On the Comcast cable system:

The Public Access Channel is Channel 9
The Educational Access Channel is Channel 10; and
The Government Access Channel is Channel 22.

[If Q5=2 INTERVIEWER READ]
On the Verizon FIOS cable system:

The Public Access Channel is Channel 34
The Educational Access Channel is Channel 35; and
The Government Access Channel is Channel 36.

[If Q5=3 INTERVIEWER READ]
On the RCN cable system:

The Public Access Channel is Channel 3
The Educational Access Channel is Channel 13; and
The Government Access Channel is Channel 15.

[If Q5>3 Continue to 14B]

Q14B. Please understand that we value the opinion of all Stoneham residents regarding Public, Educational and Government access programming and not simply cable subscribers.

How much do you value having access to PEG Access Programming including the following programming: Board of Selectmen, School Committee and other government meetings, school events, including athletic events, performing arts and graduations; community events such as Town Day and Carnival Ball; and public access programming? Do you:

1 HIGHLY VALUE
2 SOMEWHAT VALUE
3 NOT VALUE AT ALL
88 DON’T KNOW
99 REFUSED
Q15A. Now I am going to read you a list of types of PEG Access programming. Please answer Yes or No as to which type of PEG Access Programming YOU OR YOUR FAMILY would like to see on Stoneham TV going forward. How about:

<RANDOMIZE>

<table>
<thead>
<tr>
<th>Local Small Business Spotlight</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>A series of programs highlighting local businesses. These programs would emphasize each business’s products or service, and its history and growth.</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recreation Report</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>A program designed to inform residents of upcoming recreational programs and events in Stoneham.</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Forum</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-depth interviews and discussions with town and community officials, representatives and residents, and one on one interviews with and about Stoneham people and events.</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Votes</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Election information for local, state, and national elections, including candidate forums and election night results.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Representing Stoneham</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[A program with Stoneham’s legislative representatives.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Special Events including parades and memorial events</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Live and taped coverage of special events in town, such as parades and memorials.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham History</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[A program showing and discussing Stoneham history.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Theater, Music &amp; Arts</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Selected theater performances, including certain Stoneham Theater productions where copyright laws allow, and behind the scenes glimpses, local concerts and performances, including “Concerts on the Common”, and programs featuring local artists and performers.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Youth Sports</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Live and videotaped coverage of Stoneham High School, Middle School and Youth Sports, including baseball, football, soccer, hockey, figure skating, and gymnastics.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children’s Story Hour</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[A program produced at the library promoting children’s use of the library and its resources.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sports Talk</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Programs about Boston area sports and teams, such as Sports Final Round.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Senior and Youth Programming</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Programs which addresses issues concerning senior citizens and provides information about areas of interest, including financial issues, keeping active and healthy, available courses and trips, and programs produced by and for Stoneham’s youth.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Food and Dining</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Stoneham’s own food “channel”, including new and established restaurants in and around Stoneham, local chefs, locally and regionally grown or raised food and produce, and home cooking recipes and tips.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Home &amp; Gardening</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Gardening tips and information; advice from Stoneham’s successful lawn and garden businesses. Also featuring on-location tours of gardens of Stoneham residents.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stoneham Area Employment and Career Opportunities</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[A program about employment and career opportunities in and near Stoneham.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Religious Programming from local churches and other places of worship</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Including church masses and other services.]</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

Q15B Any Other Programming? Please describe:
Q16. Please tell me whether or not **YOU OR YOUR FAMILY** would like to see the following Town of Stoneham meetings cablecast on Stoneham TV. How about:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOARD OF SELECTMEN</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>SCHOOL COMMITTEE</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>SCHOOL BUILDING COMMITTEE</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>PLANNING BOARD</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>ZONING BOARD OF APPEALS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>FINANCE AND ADVISORY BOARD</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>CONSERVATION COMMISSION</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>ANNUAL AND SPECIAL TOWN</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>OPEN SPACE AND RECREATION COMMITTEE</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>LIBRARY TRUSTEES</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>

Q17. Should Educational Access programming, including school sports, theater, arts, music, graduations and other events, programming and information from the Stoneham Public Schools be cablecast in the Town of Stoneham?

1  YES
2  NO
88  DON’T KNOW
99  REFUSED

Q18. Please tell me whether or not **YOU OR YOUR FAMILY** would like to see the following Educational Access programming cablecast on Stoneham TV. How about:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
<th>RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONCERTS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>PLAYS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>CARNIVAL BALL</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>AWARD PRESENTATIONS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>GRADUATIONS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>SUPERINTENDENT AND PRINCIPAL UPDATES</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>STUDENT NEWSCASTS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>COURSES AND TRAINING - FROM CAR REPAIRS TO THE PHYSICS OF THE AUTOMOBILE</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
<tr>
<td>SCHOOL SPORTS</td>
<td>1</td>
<td>2</td>
<td>88</td>
<td>99</td>
</tr>
</tbody>
</table>
Q19. Would you, a family member, or an organization or business you are associated with, like to see Stoneham TV offer expanded video production training classes, such as for the use of digital video equipment, including cameras and computer based editing, to Stoneham residents, organizations and business?

1 YES
2 NO
88 DON'T KNOW
99 REFUSED

Q20. Are you familiar with Video on Demand?

1 YES
2 NO

INTERVIEWER READ: Let me take a moment to explain Video on Demand. Video on demand offers certain programs that are available any time subscribers want to watch them - with the ability to fast forward, rewind and pause selections.

Q21. Should PEG Access Programming, including government meetings, be available on Video On Demand so that subscribers can watch the programming at their convenience?

1 YES
2 NO
88 DON'T KNOW
99 REFUSED

Q22. Are you familiar with the Electronic Program Guide of the cable system?

1 YES
2 NO

INTERVIEWER READ: Let me take a moment to explain the Electronic Program Guide. The Electronic Program Guide lists cable programs and times on the television screen. By clicking on the listed program, a subscriber can view the cable program or with a Digital Video Recorder, the subscriber can schedule the program to be recorded.

Q23. Should the PEG Access program schedule be included as part of the Electronic Program Guide in order to know when the program is going to be shown, provide information about the program, and more easily schedule the recording of the program?

1 YES
2 NO
88 DON'T KNOW
99 REFUSED

Q24. Do you feel that the Public, Education, & Government Access channels should have high definition (HDTV) capability within the next five (5) years?

1 YES
2 NO
88 DON'T KNOW
99 REFUSED
Q25A. Would you like to see cable programming offered to Stoneham cable subscribers on an “a-la-carte” basis? That is subscribers can choose and pay for only the specific channels that they would like to view, as opposed to being obligated to buy entire “tiers” of channels as is now the case.

1 YES
2 NO [SKIP TO Q26]
88 DON’T KNOW [SKIP TO Q26]
99 REFUSED [SKIP TO Q26]

Q25B. If you had the opportunity to subscribe to cable channels from Comcast “a-la-carte”, approximately how many cable channels would you subscribe to? ______

Q26. Do you think that cable operators should be required to make cable service available to every residence in Stoneham regardless of where their home is located and regardless of the population density of the area?

1 YES
2 NO
88 DON’T KNOW
99 REFUSED

Q27. How important is it that the cable operator protects the privacy of personal subscriber information? Is it:

[INTERVIEWER: READ CHOICES]

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT IMPORTANT
88 DON’T KNOW
99 REFUSED

Q28. Are you willing to accept personal inconvenience, such as the need to “opt into” a particular database, to assist the cable operator in the protection of your personal subscriber information? For example, the cable operator would have to be specifically authorized by you before they are allowed to share your name and contact information with a third party.

1 YES
2 NO
88 DON’T KNOW
99 REFUSED

Now I would like to ask you just a couple of questions so that we know the types of Stoneham resident we are talking to.

Q29. Do you mind telling me your age? ______

Q30. INTERVIEWER: RECORD SEX

Q31. And how many people are in your household? ______

Those are all the questions that I have. Thanks for your time, it is greatly appreciated.