CABLE TELEVISION SURVEY:
SATISFACTION OF RANDOLPH, MASSACHUSETTS RESIDENTS

Randolph Town Seal

CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
DARTMOUTH

September 2007
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**Clyde W. Barrow, Ph.D., Political Science**  
*Director*

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<td>M.R.P., Regional Planning</td>
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<td></td>
</tr>
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<td>Research Associate</td>
<td>Sociology</td>
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<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Borges</td>
<td>Assistant to the Director</td>
<td>Public Administration</td>
</tr>
<tr>
<td>Andrea Davis</td>
<td>Assistant to the Director</td>
<td>Sociology</td>
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**ADJUNCT RESEARCH ASSOCIATES**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Department</th>
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<tbody>
<tr>
<td>Jeffrey Robinson</td>
<td>Adjunct Research Associate</td>
<td>Public Administration</td>
</tr>
<tr>
<td>Paul Vigeant</td>
<td>South Coast Development</td>
<td></td>
</tr>
</tbody>
</table>

Correspondence and inquiries should be addressed to: Center for Policy Analysis, University of Massachusetts Dartmouth, 285 Old Westport Road, North Dartmouth, Massachusetts 02747-2300 (telephone: 508-990-9660; fax: 508-999-8374).

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Authors: David R. Borges and Clyde W. Barrow

Website URL: www.umassd.edu/cfpa

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*Polling and Program Evaluation Research Series No. 57*
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EXECUTIVE SUMMARY

Cable television service for residents of Randolph, Massachusetts is provided by Comcast, Inc. The Center for Policy Analysis at UMass Dartmouth was retained by the Town of Randolph to conduct a telephone survey to measure the satisfaction levels of Randolph residents with regard to the cable television services provided by Comcast. The results of the survey will be considered as the Town reviews Comcast’s application for a cable television license renewal. Comcast’s existing cable television license to provide cable television in Randolph expires in October 2008.

The telephone survey was conducted using a survey instrument developed by the Town of Randolph and the Center for Policy Analysis. A total of 418 telephone interviews were conducted from September 4, 2007 and September 11, 2007, for a margin of error of +/-4.7%.

Satisfaction with Services

Overall, respondents are fairly satisfied with Comcast cable television. For example, nearly three in four respondents (72.7%) are very satisfied (22.7%) or somewhat satisfied (50.0%) with Comcast cable television. Nearly eighteen percent (17.9%) are neither satisfied nor dissatisfied with Comcast cable television, while 6.9 percent are somewhat dissatisfied and 2.5 percent are very dissatisfied.

More specifically, respondents were asked to rate their level of satisfaction with various Comcast services and practices, including picture quality/reception, consistency of sound, customer service, the clarity of their bill and cable rates. A majority of respondents rate most of the services and practices as good, very good, or excellent. Respondents are most satisfied with Comcast’s picture quality and reception (32.2% excellent, 36.3% very good and 22.8% good), the consistency of the sound level (21.9% excellent, 27.7% very good, and 30.0% good), customer service (21.6% excellent, 25.1% very good, and 39.4% good) and the clarity of the bill (25.5% excellent, 31.4% very good, and 32.9% good). Results from similar cable television surveys conducted by the Center for Policy Analysis in other Massachusetts communities show that in comparison, respondents from the Randolph survey are generally more satisfied with Comcast’s services and practices than are respondents who live in other communities, although respondents from all communities are generally satisfied with these services.

However, respondents have lower levels of satisfaction in terms of their cable rates, with 42.5 percent of respondents ranking the amount they pay for cable television as poor. In fact, when 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 three in four respondents (76.3%) indicate that they are paying too much for their cable service, while 22.8 percent say they are paying just the right amount and 0.9 percent indicate that they are paying too little. Thus, while respondents are generally satisfied with the services they are receiving from Comcast, they are not pleased with the amount they are paying for those services.
Additional Cable Channels and “a-la-carte” Billing

Respondents were asked how much extra they would be willing to pay monthly for each additional cable channel, including music, comedy, news, sports and shopping channels. Results show that a large majority of respondents are not amenable to paying more for these types of channels, especially additional shopping (97.0% would not pay more) and music (94.9% would not pay more) channels. In addition, nearly eighty percent (79.4%) of respondents indicate that they would not pay more for any channel regardless of programming type, while 90.3 percent would not pay more for comedy channels, 86.0 percent would not pay more for news channels and 84.3 percent would not pay more for sports channels.

Respondents were also asked if they would like the opportunity to buy cable channels from Comcast “a-la-carte,” in other words, customers would only purchase the cable channels that they choose. More than sixty percent of respondents (62.2%) indicate that they would like to buy cable channels a-la-carte, while 11.9 percent would not like the opportunity to buy channels a-la-carte and 25.9 percent do not know if they would like to buy channels separately. Many who responded that they “do not know” were concerned that cable rates would rise if channels were purchased in this way.

Randolph Community Television (RCTV)

Respondents were asked if they are familiar with Randolph Community Television (RCTV), which cablecasts public, educational and government access programming, and how much value they place on having this type of programming. Almost nine-in-ten respondents (87.7%) are familiar with RCTV and 86.8 percent indicate that they are aware of the type of programming that RCTV broadcasts. In terms of how highly they value having the types of programming offered on RCTV, a third of respondents (33.7%) highly value this type of programming, while 42.3 percent somewhat value this programming and 24.0 percent do not value this type of programming.

Respondents were also asked whether they would like to see expanded and improved public, educational and government programming in Randolph. Two-thirds of respondents (66.5%) would like to see improved programming in these areas, while 7.5 percent would not like to see improved programming and 26.0 percent are not sure. It is likely that a number of respondents who are uncertain do not watch this type of programming. In addition, respondents who highly or somewhat value public, educational and government programming (see paragraph above) are more likely to agree that they would like to see this type of programming expanded and improved.
Community Programming

Respondents were asked to rate several types of community programming that they and their family would like to see on Randolph Public, Educational, and Government Access Television. Results show that more than half of respondents would like to see each of the types of programming listed, particularly public safety reports (88.4%), Randolph special events (82.2%) and Randolph History (81.4%). In addition, a majority of respondents indicate that they would like to see Randolph votes (75.9%), Randolph Seniors (73.0%), Randolph Youth Sports (72.8%), Randolph Youth (72.1%), Randolph Arts (71.8%), Randolph Forum (69.9%), Randolph Home and Gardening (67.3%), Recreation Report (66.3%), Randolph Food Channel (66.0%), Children’s Story Hour (61.9%), Randolph Theater Programs (61.4%) and Local Business Spotlight (55.3%).

Town Meetings Coverage

There is a high demand among respondents for broadcasting various Randolph town meetings, with a majority of respondents indicating that they would like to see each of the choices provided. Specifically, 84.9 percent of respondents would like to see Town Meetings broadcast, followed by Board of Selectmen meetings (78.8%), Finance and Advisory Committee meetings (78.4%), School Committee meetings (76.2%), Planning Board meetings (76.1%) and Conservation Commission meetings (72.2%).

The Institutional Network

The Institutional Network, or “I-NET,” is a separate cable network that connects Randolph’s public schools and town buildings. This I-NET is necessary for the cablecast of live on-location televised events such as Selectmen meetings, gazebo concerts, parades, Town Meeting and graduation. When asked if they believe on-location live programming that requires the I-NET is important, more than half of respondents (53.2%) indicate that they “do not know,” primarily because they are not familiar with the network. However, 39.2 percent of respondents agree that on-location live programming that requires the I-NET is important, while 7.6 percent of respondents do not believe it is important.

In addition, twenty-eight percent of respondents (28.2%) “highly value” having the ability to watch these on-location live programs that require the I-NET, while 25.7 percent “somewhat value” having the I-Net and 46.1 percent “do not value” having the ability to watch these on-location live programs that require the I-NET. Many respondents who do not value the I-Net are the same group that indicate that they “do not know” if on-location live programming that requires the I-NET is important.
Comcast’s Video on Demand

Video on Demand offers programs that are available any time customers want to watch them and includes the ability to fast forward, rewind and pause selections. Nearly nine-in-ten respondents (88.8%) are familiar with Comcast’s Video on Demand, while 11.2 percent are not familiar with this service.

Respondents were asked if they would like the public, educational, and government access programming, including government meetings, to be available as Video on Demand so that they can watch the programming at their convenience. More than sixty percent of respondents (60.8%) indicate that they would like this type of programming to be available as Video on Demand, while 20.6 percent of respondents would not like this programming to be available and 18.6 percent indicate that they “do not know.”

On-Screen Interactive Program Guide

Respondents were asked if they are familiar with Comcast’s electronic program guide, which enables customers to find a show on any channel, set favorite channels, use parental controls to block specific channels or individual programs and to record any television show with a DVR. More than three-quarters of respondents (76.7%) are familiar with Comcast’s electronic program guide, while 23.3 percent are not familiar with this service.

As a follow-up question, respondents who are familiar with the program guide were asked if they would like to have the public, educational, and government access program schedule included as part of the Comcast’s Electronic Program Guide. Nearly three quarters (73.3%) of respondents would like to have this service as part of the Comcast’s Electronic Program Guide, while 13.6 percent would not like this service and 12.7 percent indicate that they do not know.

Customer Service Office

Comcast currently operates a customer service office at 89 North Main St. in Randolph, where subscribers can pick-up or return equipment and pay bills. More than half of respondents (53.4%) “strongly agree” that Comcast should continue to operate the customer service center in Randolph, while 35.9 percent of respondents “agree,” 10.0 percent are neutral, 0.4 percent “disagree” and 0.3 percent “strongly disagree.”
1.00 INTRODUCTION

Cable television service for residents of Randolph, Massachusetts is provided by Comcast, Inc. Comcast’s existing cable television license to provide cable television in Randolph expires in October 2008. The results of this telephone survey will help the Town to determine how satisfied Randolph 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.

2.00 METHODOLOGY AND SURVEY TABULATION

2.10 Survey Instrument

The telephone survey was conducted using a survey instrument developed by the Town of Randolph and the Center for Policy Analysis. A total of 418 telephone interviews were conducted from September 4, 2007 and September 11, 2007 for a margin of error of +/-4.7%. 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 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

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1 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.
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 Randolph as defined by the U.S. Census Bureau. All data in this report have been weighted to adjust for sex and age.
3.00 RESULTS

3.10 Satisfaction with Services

3.11 How would you rate your overall satisfaction with Comcast cable television?

Respondents are fairly satisfied with Comcast cable television overall. For example, nearly three in four respondents (72.7%) are very satisfied (22.7%) or somewhat satisfied (50.0%) with Comcast cable television. Nearly eighteen percent (17.9%) are neither satisfied nor dissatisfied with Comcast cable television, while 6.9 percent are somewhat dissatisfied and 2.5 percent are very dissatisfied (see Table 1 and Figure 1). In addition, a higher percentage of females (28.1%) are very satisfied with Comcast cable in comparison to males (16.2%).

Table 1
Overall Satisfaction with Comcast Cable Television

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>very satisfied</td>
<td>94</td>
<td>22.7%</td>
</tr>
<tr>
<td>somewhat satisfied</td>
<td>207</td>
<td>50.0%</td>
</tr>
<tr>
<td>neither satisfied nor</td>
<td>74</td>
<td>17.9%</td>
</tr>
<tr>
<td>dissatisfied</td>
<td>29</td>
<td>6.9%</td>
</tr>
<tr>
<td>very dissatisfied</td>
<td>10</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Figure 1
Overall Satisfaction with Comcast Cable Television

![Overall Satisfaction with Comcast Cable Television Graph](image-url)
3.12 Satisfaction with Services and Practices

Respondents were asked to indicate their level of satisfaction with various Comcast services and practices, including picture quality/reception, consistency of sound, customer service, the clarity of their bill and cable rates. Respondents are most satisfied with Comcast’s picture quality and reception (32.2% excellent, 36.6% very good and 22.8% good), the consistency of the sound level (21.9% excellent, 27.7% very good, and 30.0% good), customer service (21.6% excellent, 25.1% very good, and 39.4% good) and the clarity of the bill (25.5% excellent, 31.4% very good, and 32.9% good) (see Table 2 and Figure 2).

However, while respondents are satisfied with Comcast’s services and practices, they are less satisfied with how much they have to pay for these services and practices, with 42.5 percent of respondents describing Comcast’s cable rates as poor. Twenty-three percent of respondents (23.1%) describe cable rates as good, 3.5 percent describe cable rates as very good and 3.6 percent describe cable rates as excellent. In addition, a higher percentage of residents who have lived in Randolph for more than 20 years rate cable rates as poor in comparison to respondents who have lived in town for shorter periods of time.

Table 2
Satisfaction with Services and Practices

<table>
<thead>
<tr>
<th>Service/Practice</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
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<tbody>
<tr>
<td>picture quality/reception</td>
<td>32.2%</td>
<td>36.6%</td>
<td>22.8%</td>
<td>7.1%</td>
<td>1.3%</td>
</tr>
<tr>
<td>consistency of sound level</td>
<td>21.9%</td>
<td>27.7%</td>
<td>30.0%</td>
<td>10.4%</td>
<td>10.0%</td>
</tr>
<tr>
<td>customer service</td>
<td>21.6%</td>
<td>25.1%</td>
<td>39.4%</td>
<td>10.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>clarity of bill</td>
<td>25.5%</td>
<td>31.4%</td>
<td>32.9%</td>
<td>7.9%</td>
<td>2.3%</td>
</tr>
<tr>
<td>cable rates</td>
<td>3.6%</td>
<td>3.5%</td>
<td>23.1%</td>
<td>27.4%</td>
<td>42.5%</td>
</tr>
</tbody>
</table>

Figure 2

How Satisfied Are You with the Following Services and Practices?
3.13 In your opinion are you paying too much, just the right amount or too little for the cable services you currently purchase from Comcast?

Respondents 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 three in four respondents (76.3%) indicate that they are paying too much for their cable service, while 22.8 percent say they are paying just the right amount and 0.9 percent indicate that they are paying too little for their cable service (see Table 3 and Figure 3). A higher percentage of residents who have lived in Randolph for more than 20 years indicate that they are paying too much for cable TV services in comparison to respondents who have lived in town for shorter periods of time.

### Table 3
Paying Too Much, Just the Right Amount, or Too Little?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>too much</td>
<td>308</td>
<td>76.3%</td>
</tr>
<tr>
<td>just the right amount</td>
<td>92</td>
<td>22.8%</td>
</tr>
<tr>
<td>too little</td>
<td>4</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

### Figure 3
Are You Paying Too Much, Just the Right Amount, or too Little for the Cable Services You Currently Purchase from Comcast?

- too much: 76.3%
- just the right amount: 22.8%
- too little: 0.9%
3.20 Additional Cable Channels

3.21 Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional cable channel provided by Comcast?

Respondents were asked how much extra they would be willing to pay monthly for each additional cable channel, including music, comedy, news, sports, and shopping channels. Results show that a large majority of respondents are not amenable to paying more for these types of channels, especially additional shopping (97.0% would not pay more) and music (94.9% would not pay more) channels. In addition, 79.4 percent of respondents indicate that they would not pay more for any channel regardless of programming type, while 90.3 percent would not pay more for comedy channels, 86.0 percent would not pay more for news channels and 84.3 percent would not pay more for sports channels (see Table 4 and Figure 4).

### Table 4
How Much Extra Would You Be Willing to Pay for Each Additional Channel?

<table>
<thead>
<tr>
<th>Channel</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>$1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>97.0%</td>
<td>2.8%</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Music</td>
<td>94.9%</td>
<td>2.9%</td>
<td>0.7%</td>
<td>1.1%</td>
<td>0.0%</td>
<td>0.4%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Comedy</td>
<td>90.3%</td>
<td>5.5%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>0.0%</td>
<td>0.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>News</td>
<td>86.0%</td>
<td>5.6%</td>
<td>6.1%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>1.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Sports</td>
<td>84.3%</td>
<td>5.1%</td>
<td>6.0%</td>
<td>0.9%</td>
<td>0.0%</td>
<td>1.6%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Any Channel</td>
<td>79.4%</td>
<td>8.4%</td>
<td>8.6%</td>
<td>0.2%</td>
<td>0.0%</td>
<td>3.3%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

### Figure 4
How Much Extra are You Willing to Pay for Each Additional Channel?
3.22 Would you like the opportunity to buy cable channels from Comcast “a-la-carte” – in other words, you would only purchase those cable channels that you want?

Respondents were asked if they would like the opportunity to buy cable channels from Comcast “a-la-carte.” More than sixty percent of respondents (62.2%) indicate that they would like to buy cable channels a-la-carte, while 11.9 percent of respondents would not like the opportunity to buy channels a-la-carte and 25.9 percent of respondents do not know (see Table 5 and Figure 5). Many who responded that they “do not know” were concerned that cable rates would rise if channels were purchased a-la-carte.

<table>
<thead>
<tr>
<th>Would You Like to Buy Channels “a-la-carte”</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>252</td>
<td>62.2%</td>
</tr>
<tr>
<td>no</td>
<td>48</td>
<td>11.9%</td>
</tr>
<tr>
<td>don’t know</td>
<td>105</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

Figure 5

Would You Like the Opportunity to Buy Cable Channels from Comcast “a-la-carte”?
3.30 Randolph Community Television (RCTV)

RCTV (Randolph Community Television) cablecasts public, educational and government access programming, including Board of Selectmen and School Committee meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts and graduations. Respondents were asked several questions about RCTV.

3.31 Are you familiar with Randolph Community Television (RCTV)?

Respondents were asked if they are familiar with Randolph Community Television (RCTV). Almost nine-in-ten respondents (87.7%) are familiar with RCTV, while 12.3 percent of respondents were not familiar with RCTV (see Table 6 and Figure 6). The longer a respondent has lived in Randolph, the more likely they are to be familiar with RCTV.

Table 6
Are you familiar with RCTV?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>356</td>
<td>87.7%</td>
</tr>
<tr>
<td>No</td>
<td>50</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

Figure 6
Are You Familiar with Randolph Community Television (RCTV)?

Yes 87.7%
No 12.3%
Are you aware that RCTV (Randolph Community Television) cablecasts public, educational and government access programming, including Board of Selectmen and School Committee meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts and graduations?

As a follow-up question, respondents who indicated that they are familiar with Randolph Community Television were asked if they are aware of the type of programming that RCTV broadcasts. Nearly all of these respondents (97.7%) are aware of the type of programming that RCTV broadcasts, while 2.3 percent of respondents are not aware. The longer a respondent has lived in Randolph the more likely they are to be familiar with the type of programming that is broadcasted on RCTV.

Table 7
Aware of the Type of Programming that RCTV Broadcasts?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>352</td>
</tr>
<tr>
<td>No</td>
<td>54</td>
</tr>
</tbody>
</table>

Figure 7
Are you aware that RCTV (Randolph Community Television) Cablecasts Public, Educational and Government Access Programming?

97.7%

2.3%
3.33 How much do you value having access to public, educational and government access programming, including Board of Selectmen and School Committee meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts and graduations?

Respondents were asked how much value they place on having access to public, educational and government programming. A third of respondents (33.7%) highly value access to public, education, and government programming, while 42.3 percent somewhat value access to this type of programming and 24.0 percent do not value access to this type of programming. A higher percentage of females (42.2%) highly value this type of programming in comparison to males (23.5%), while a higher percentage of males (29.0%) indicate that they do not value this type of programming in comparison to females (19.7%). Younger respondents also value this type of programming less than do older respondents.

Table 8
How Much Do You Value Access to Public, Educational and Government Access Programming?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Value</td>
<td>136</td>
</tr>
<tr>
<td>Somewhat Value</td>
<td>170</td>
</tr>
<tr>
<td>Do Not Value</td>
<td>97</td>
</tr>
</tbody>
</table>

Figure 8
How Much Do You Value Having Access to Public, Educational and Government Access Programming?
3.34 Would you like to see expanded and improved public, educational and government programming in Randolph?

Respondents were asked whether they would like to see expanded and improved public, educational and government programming in Randolph. Two-thirds of respondents (66.5%) would like to see improved programming in these areas, while 7.5 percent would not like to see improved programming and 26.0 percent do not know. It is likely that a number of respondents who “do not know” do not watch this type of programming. As one might expect, respondents who highly or somewhat value public, educational and government programming (see previous question) are more likely to agree that they would like to see this type of programming expanded.

Table 9

| Would You Like to See Expanded and Improved Public, Educational and Government Programming in Randolph? |
|-------------------------------------------------|---------------------------------|
| Frequency | Percent |
| Yes      | 267     | 66.5% |
| No       | 30      | 7.5%  |
| Don’t Know | 104    | 26.0% |

Figure 9

![Pie chart showing the distribution of responses to the question about expanded and improved programming: 66.5% Yes, 7.5% No, 26.0% Don't Know.](chart.png)
3.40 Community Programming

Respondents were provided a list of various types of community programming and asked which types they and their family would like to see on Randolph Public, Educational, and Government Access Television. Importantly, more than half of respondents would like to see each of the types of programming listed, particularly public safety reports (88.4%), Randolph special events (82.2%) and Randolph History (81.4%) (see Table 10 and Figure 10).

In addition, more than half of respondents indicate that they would like to see Randolph votes (75.9%), Randolph Seniors (73.0%), Randolph Youth Sports (72.8%), Randolph Youth (72.1%), Randolph Arts (71.8%), Randolph Forum (69.9%), Randolph Home and Gardening (67.3%), Recreation Report (66.3%), Randolph Food Channel (66.0%), Children’s Story Hour (61.9%), Randolph Theater Programs (61.4%) and Local Business Spotlight (55.3%).

Table 10

<table>
<thead>
<tr>
<th>Community Programming</th>
<th>Yes</th>
<th>No</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety Reports</td>
<td>88.4%</td>
<td>6.8%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Randolph Special Events</td>
<td>82.2%</td>
<td>14.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Randolph History</td>
<td>81.4%</td>
<td>13.9%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Randolph Votes</td>
<td>75.9%</td>
<td>19.5%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Randolph Seniors</td>
<td>73.0%</td>
<td>18.2%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Randolph Youth Sports</td>
<td>72.8%</td>
<td>22.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Randolph Youth</td>
<td>72.1%</td>
<td>21.4%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Randolph Arts</td>
<td>71.8%</td>
<td>23.3%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Randolph Forum</td>
<td>69.9%</td>
<td>22.1%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Randolph Home &amp; Gardening</td>
<td>67.3%</td>
<td>25.7%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Recreation Report</td>
<td>66.3%</td>
<td>25.3%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Randolph Food Channel</td>
<td>66.0%</td>
<td>26.5%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Children’s Story Hour</td>
<td>61.9%</td>
<td>31.7%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Randolph Theater Programs</td>
<td>61.4%</td>
<td>27.4%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Local Business Spotlight</td>
<td>55.3%</td>
<td>30.1%</td>
<td>14.7%</td>
</tr>
</tbody>
</table>
Figure 10

What Types of Community Programs Would You and Your Family Like to See on Randolph Public, Educational, and Government Access Television?

- Public Safety Reports: 88.4%
- Randolph Special Events: 82.2%
- Randolph History: 81.4%
- Randolph Votes: 75.9%
- Randolph Seniors: 73.0%
- Randolph Youth Sports: 72.8%
- Randolph Youth: 72.1%
- Randolph Arts: 71.8%
- Randolph Forum: 69.9%
- Randolph Home & Gardening: 67.3%
- Recreation Report: 66.3%
- Randolph Food Channel: 66.0%
- Children's Story Hour: 61.9%
- Randolph Theater Programs: 61.4%
- Local Business Spotlight: 55.3%
Other suggestions for community programming that were provided by respondents include:

- 50's and 60's comedies (e.g.) Lucille Ball and Jack Benny
- A-la-carte programming (N=3)
- Arts and crafts programming (N=4)
- Boston Network Channel (N=2)
- Cartoon programs (N=2)
- Christian programming
- College programming (N=3)
- Comedy
- Cooking for seniors program
- Current events programming (N=6)
- Fire/Policing reports
- Game shows
- Health programs
- Home improvement (N=6)
- HRTV
- International programming (N=2)
- Medical programming
- More movie channels (N=2)
- More programs with basic cable (N=3)
- More town information (N=2)
- Multicultural programming (N=3)
- National geographic (N=3)
- Nature program (N=3)
- Old movies (N=2)
- Parenting tips/programs
- Problems in schools
- Programming about outdoor activities (i.e. camping, hiking)
- Programming for special needs children
- Programs for gay people
- Randolph Finance Committee meetings
- Schools (N=2)
- Senior programming
- Traffic channel
- Travel programs
- Truthful journalist programming
- TV service program for the Congregational Church in Randolph
- Veterans programming
3.50 Town Meetings Coverage

Respondents were asked if they would like to see various town meetings broadcast on cable television. There is a high demand among respondents for broadcasting Randolph town meetings, with a majority of respondents indicating that they would like to see each of the choices provided. Specifically, 84.9 percent of respondents would like to see Town Meetings broadcast, followed by Board of Selectmen meetings (78.8%), Finance and Advisory Committee meetings (78.4%), School Committee meetings (76.2%), Planning Board meetings (76.1%) and Conservation Commission meetings (72.2%) (see Table 11 and Figure 11).

Table 11

<table>
<thead>
<tr>
<th>Would You Like to Continue to See the Following Town of Randolph Meetings Broadcast on Cable Television?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>----</td>
</tr>
<tr>
<td>Town Meeting</td>
</tr>
<tr>
<td>Board of Selectmen</td>
</tr>
<tr>
<td>Finance and Advisory Committee Mtngs.</td>
</tr>
<tr>
<td>School Committee</td>
</tr>
<tr>
<td>Planning Board</td>
</tr>
<tr>
<td>Conservation Commission</td>
</tr>
</tbody>
</table>

Figure 11

Would You Like to See the Following Town of Randolph Meetings Broadcast on Cable Television?
3.60 The Institutional Network (“I-NET”)

The Institutional Network, or “I-NET,” is a separate cable network that connects Randolph’s public schools and town buildings. I-NET is necessary for the cablecast of live on-location televised events such as Selectmen meetings, gazebo concerts, parades, Town Meeting and graduation.

3.61 Do you believe on-location live programming that requires the I-NET is important?

More than half of respondents (53.2%) indicate that they “do not know” if on-location live programming that requires the I-Net is important, primarily because they do not know much about the network. However, nearly forty percent of respondents (39.2%) believe that on-location live programming that requires the I-NET is important, while 7.6 percent do not believe that this type of programming is important.

Table 12
Is On-Location Live Programming that Requires I-Net Important?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>158</td>
</tr>
<tr>
<td>No</td>
<td>30</td>
</tr>
<tr>
<td>Do Not Know</td>
<td>215</td>
</tr>
</tbody>
</table>

Figure 12

Do You Believe On-location Live Programming that Requires the I-NET is Important?

Don't Know 53.2%

No 7.6%

Yes 39.2%
3.62 How much do you value having the ability to watch these on-location live programs that require the I-NET?

Twenty-eight percent of respondents (28.2%) value having the ability to watch on-location live programs that require the I-NET, while 25.7 percent somewhat value having the I-Net and 46.1 percent do not value having the ability to watch these programs that require the I-NET.

Many respondents who do not value the I-Net are among the group that did not know if on-location live programming that requires the I-NET is important (see previous question). When these respondents are excluded from the sample, 52.9 percent of respondents highly value having the ability to watch on-location live programs that require the I-NET, while 31.3 percent somewhat value having the I-Net and 15.8 percent do not value having the ability to watch these programs that require the I-NET.

Table 13

<table>
<thead>
<tr>
<th>How Much Do You Value I-Net Programming?</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Value</td>
<td>109</td>
<td>28.2%</td>
</tr>
<tr>
<td>Somewhat Value</td>
<td>99</td>
<td>25.7%</td>
</tr>
<tr>
<td>Do Not Value</td>
<td>177</td>
<td>46.1%</td>
</tr>
</tbody>
</table>

Figure 13

How Much Do You Value Having the Ability to Watch These On-location Live Programs that Require the I-NET?

- Highly Value: 28.2%
- Somewhat Value: 25.7%
- Do Not Value: 46.1%
3.70 Comcast Video on Demand and On-Screen Interactive Program Guide

3.71 Are you familiar with Comcast’s Video on Demand?

Video on Demand offers programs that are available any time customers want to watch them — with the ability to fast forward, rewind and pause selections. Respondents were asked if they are familiar with Comcast’s Video on Demand. Nearly nine-in-ten respondents (88.8%) are familiar with Comcast’s Video on Demand, while 11.2 percent are not familiar with this service (see Table 14 and Figure 14). Respondents over the age of 60 are less likely to be familiar with Video on Demand in comparison to respondents in other age groups.

<table>
<thead>
<tr>
<th>Familiar with Comcast’s Video on Demand?</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>360</td>
<td>88.8%</td>
</tr>
<tr>
<td>No</td>
<td>45</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

Figure 14

Are You Familiar with Comcast's Video on Demand?

Yes 88.8%

No 11.2%
3.72 Would you like the Public, Educational, and Government Access programming, including government meetings, to be available as Video On Demand (VOD) so that you can watch the programming at your convenience?

As a follow-up, respondents were asked if they would like the Public, Educational, and Government Access programming, including government meetings, to be available as Video on Demand so that they can watch the programming at their convenience. More than sixty percent of respondents (60.8%) indicate that they would like this type of programming to be available as Video on Demand, while 20.6 percent of respondents would not like it to be available and 18.6 percent indicate that they do not know (see Table 15 and Figure 15).

Table 15
Would You Like the Public, Educational, and Government Access Programming to be Available as Video On Demand?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>219</td>
</tr>
<tr>
<td>No</td>
<td>74</td>
</tr>
<tr>
<td>Do not know</td>
<td>67</td>
</tr>
</tbody>
</table>

Figure 15
Would You Like the Public, Educational, and Government Access Programming to be Available as Video On Demand?

- Yes 60.8%
- No 20.6%
- Don't Know 18.6%
3.73 Are you familiar with Comcast’s On-Screen Interactive Program Guide?

The program guide enables customers to find a show on any channel, set favorite channels, use parental controls to block specific channels or individual programs and to record any television show with a DVR. More than three-quarters of respondents (76.7%) indicate that they are familiar with Comcast’s electronic program guide, while 23.3 percent are not familiar with this service (see Table 16 and Figure 16). Respondents over the age of 60 are less likely to be familiar with the On-Screen Interactive Program Guide in comparison to respondents in other age groups.

Table 16
Are You Familiar with Comcast’s On-Screen Interactive Program Guide?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>310</td>
</tr>
<tr>
<td>No</td>
<td>94</td>
</tr>
</tbody>
</table>

Figure 16
Are You Familiar with Comcast’s Electronic Program Guide?

Yes 76.7%
No 23.3%
3.74 Would you like to have Randolph’s Public, Educational, and Government Access program schedule included as part of Comcast’s On-Screen Interactive Program Guide in order to know when this programming is going to be broadcast?

As a follow-up question, respondents were asked if they would like to have the Public, Educational and Government Access program schedule included as part of the Comcast’s Electronic Program Guide. Nearly three quarters (73.7%) of respondents would like to have this service as part of the Comcast’s Electronic Program Guide, while 13.6 percent would not like this service and 12.7 percent indicate that they do not know (see Table 17 and Figure 17).

Table 17
Would You Like to Have Randolph’s Public, Educational, and Government Access Program Schedule Included on Comcast’s On-Screen Interactive Program Guide?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>218</td>
</tr>
<tr>
<td>No</td>
<td>40</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>38</td>
</tr>
</tbody>
</table>

Figure 17
Would You Like to Have the Public, Educational, and Government Access Program Schedule Included as Part of Comcast’s Electronic Program Guide?

- Yes 73.7%
- No 13.6%
- Don’t Know 12.7%
3.80 Customer Service Office

3.81 How strongly do you agree or disagree that Comcast should continue to operate the customer service center in Randolph?

Comcast currently operates a customer service office at 89 North Main St. in Randolph, where subscribers can pick-up or return equipment and pay bills. More than half of respondents (53.4%) “strongly agree” that Comcast should continue to operate the customer service center, while 35.9 percent “agree.” Ten percent of respondents (10.0%) are neutral, while 0.4 percent disagree and 0.3 percent strongly disagree that Comcast should continue to operate the customer service center (see Table 18 and Figure 18).

Table 18

| How Strongly Do You Agree or Disagree that Comcast Should Continue to Operate the Customer Service Center in Randolph? |
| --- | --- | --- |
| Frequency | Percent |
| Strongly Agree | 212 | 53.4% |
| Agree | 143 | 35.9% |
| Neither Agree or Disagree | 40 | 10.0% |
| Disagree | 2 | 0.4% |
| Strongly Disagree | 1 | 0.3% |

Figure 18
3.90 Demographic Background

3.91 Age

Table 19

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 29</td>
<td>70</td>
<td>17.2%</td>
</tr>
<tr>
<td>30 to 39</td>
<td>83</td>
<td>20.4%</td>
</tr>
<tr>
<td>40 to 49</td>
<td>86</td>
<td>21.1%</td>
</tr>
<tr>
<td>50 to 59</td>
<td>65</td>
<td>16.0%</td>
</tr>
<tr>
<td>60+</td>
<td>104</td>
<td>25.3%</td>
</tr>
</tbody>
</table>

3.92 Sex

Table 20

<table>
<thead>
<tr>
<th>Sex</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>195</td>
<td>46.9%</td>
</tr>
<tr>
<td>Female</td>
<td>221</td>
<td>53.1%</td>
</tr>
</tbody>
</table>

3.93 Do you primarily speak English at home?

Almost three percent (2.9%) of respondents do not primarily speak English at home.

Table 21

<table>
<thead>
<tr>
<th>Do You Primarily Speak English at Home?</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>396</td>
<td>97.1%</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

3.93a If no, what language do you primarily speak?

- Creole (N=3)
- Creole/French (N=1)
- Haitian Creole (N=1)
- Hindu-Urdu (N=1)
- Indian (N=2)
- Portuguese (N=1)
- Spanish (N=1)
3.94 How many years have you lived in Randolph?

Almost half of respondents (46.8%) have lived in Randolph for 21 years or more, while 18.7 percent have lived in Randolph for 0 to 5 years, 13.2 percent have lived in Randolph for 6 to 10 years, 11.5 percent have lived in Randolph for 11 to 15 years and 9.8 percent have lived in Randolph for 16 to 20 years.

Table 22

<table>
<thead>
<tr>
<th>How Many Years Have You Lived in Randolph?</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 5 years</td>
<td>78</td>
<td>18.7%</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>55</td>
<td>13.2%</td>
</tr>
<tr>
<td>11 to 15 years</td>
<td>48</td>
<td>11.5%</td>
</tr>
<tr>
<td>16 to 20 years</td>
<td>41</td>
<td>9.8%</td>
</tr>
<tr>
<td>21 years+</td>
<td>195</td>
<td>46.8%</td>
</tr>
</tbody>
</table>
APPENDIX A - SURVEY INSTRUMENT

[INTRO] 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 the Town of Randolph. Are you a resident of Randolph? [If no, end interview].

Comcast’s current license to provide cable television service in Randolph expires in October of 2008. The results of this survey will help the Town to determine how the community feels about the cable services that Comcast provides and the results will be considered as the Town reviews Comcast’s application for a cable television license renewal.

We will be grateful if you will please answer these short questions. Do you have a couple of minutes to complete the survey? I want to assure you that your telephone number was chosen randomly and all of your responses are completely confidential.

Q1. Do you have just a couple of minutes to complete the survey?

1 YES
2 NO  [INTERVIEWER READ: YOUR OPINIONS ARE VERY IMPORTANT. ARE YOU SURE YOU DON’T HAVE JUST A COUPLE OF MINUTES TO COMPLETE THE SURVEY? (IF NO THANK THEM FOR THEIR TIME AND HANG UP)].

Q2. Thank you. First, I'd like to ask if you are at least 18 years of age.

1 YES
2 NO  [INTERVIEWER READ: IS SOMEONE OVER 18 AVAILABLE? [IF NO READ: THANK YOU. I WILL CALL BACK AT ANOTHER TIME].

Q3. Do you currently subscribe to Comcast cable television?

1 YES
2 NO [TERMINATE INTERVIEW]

Q4. How would you rate your overall satisfaction with Comcast cable television? Would you say you are: [Read Choices]

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NEITHER SATISFIED NOR DISSATISFIED
4 SOMEWHAT DISSATISFIED
5 VERY DISSATISFIED
Q5. Now I am going to ask your opinion about several Comcast services and practices. Please tell me if each is excellent, very good, good, fair, or poor. How about:

<table>
<thead>
<tr>
<th>Service</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>PICTURE QUALITY/RECEPTION</td>
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</table>

Q6. 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. PAYING TOO MUCH
2. PAYING JUST THE RIGHT AMOUNT
3. PAYING TOO LITTLE

Q7. Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional cable channel provided by Comcast. Would you be willing to pay

1. UP TO .10 CENTS PER CHANNEL
2. 11 TO 25 CENTS PER CHANNEL
3. 26 TO 50 CENTS PER CHANNEL
4. 51 TO 75 CENTS PER CHANNEL
5. .76 TO $1 PER CHANNEL
6. OVER $1 PER CHANNEL
7. NOTHING AT ALL

Q8. Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional music channel provided by Comcast. Would you be willing to pay

1. UP TO .10 CENTS PER CHANNEL
2. 11 TO 25 CENTS PER CHANNEL
3. 26 TO 50 CENTS PER CHANNEL
4. 51 TO 75 CENTS PER CHANNEL
5. .76 TO $1 PER CHANNEL
6. OVER $1 PER CHANNEL
7. NOTHING AT ALL
Q9. Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional comedy channel provided by Comcast. Would you be willing to pay [read choices]

1. UP TO .10 CENTS PER CHANNEL
2. 11 TO 25 CENTS PER CHANNEL
3. 26 TO 50 CENTS PER CHANNEL
4. 51 TO 75 CENTS PER CHANNEL
5. .76 TO $1 PER CHANNEL
6. OVER $1 PER CHANNEL
7. NOTHING AT ALL

Q10. Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional news channel provided by Comcast. Would you be willing to pay [read choices]

1. UP TO .10 CENTS PER CHANNEL
2. 11 TO 25 CENTS PER CHANNEL
3. 26 TO 50 CENTS PER CHANNEL
4. 51 TO 75 CENTS PER CHANNEL
5. .76 TO $1 PER CHANNEL
6. OVER $1 PER CHANNEL
7. NOTHING AT ALL

Q11. Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional sports channel provided by Comcast. Would you be willing to pay [read choices]

1. UP TO .10 CENTS PER CHANNEL
2. 11 TO 25 CENTS PER CHANNEL
3. 26 TO 50 CENTS PER CHANNEL
4. 51 TO 75 CENTS PER CHANNEL
5. .76 TO $1 PER CHANNEL
6. OVER $1 PER CHANNEL
7. NOTHING AT ALL
Q12. Thinking about your existing cable service, how much extra would you be willing to pay each month for each additional shopping channel provided by Comcast. Would you be willing to pay [read choices]

1. UP TO .10 CENTS PER CHANNEL
2. 11 TO 25 CENTS PER CHANNEL
3. 26 TO 50 CENTS PER CHANNEL
4. 51 TO 75 CENTS PER CHANNEL
5. .76 TO $1 PER CHANNEL
6. OVER $1 PER CHANNEL
7. NOTHING AT ALL

Q13. Would you like the opportunity to buy cable channels from Comcast “a-la-carte” – in other words, you would only purchase those cable channels that you want?

1. YES
2. NO
3. DON’T KNOW

Q14. Are you familiar with Randolph Community Television (RCTV)?

1. YES
2. NO

Q15. Are you aware that RCTV (Randolph Community Television) cablecasts Public, Educational and Government Access programming, including Board of Selectmen and School Committee Meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts, and graduations?

1. YES
2. NO

Q16. How much do you value having access to Public, Educational and Government Access programming, including programming such as local Board of Selectmen and School Committee Meetings, Town Meetings, other government meetings, community events and public programming, and school events including athletic events, performing arts and concerts, and graduations? Do you:

1. HIGHLY VALUE
2. SOMEWHAT VALUE
3. DO NOT VALUE AT ALL
Q17. Would you like to see expanded and improved public, educational and government programming in Randolph?

1  YES
2  NO
3  DON’T KNOW

Q18. Now I am going to read you a list of types of community programming. Please answer Yes or No as to which type of community programming you or your family would like to see on a Randolph Public, Educational, and Government Access Television. How about:

   a. Local Business Spotlight

   [A series of programs highlighting local businesses. These programs would emphasize each company’s products or service and its history and growth.]

   1  YES
   2  NO
   3  DON’T KNOW

   b. Randolph Theater Programs

   [Selected theater performances.]

   1  YES
   2  NO
   3  DON’T KNOW

   c. Recreation Report

   [A program designed to inform citizens of upcoming recreational programs and events in Randolph.]

   1  YES
   2  NO
   3  DON’T KNOW
d. Public Safety Reports

[Reports and shows by Randolph public safety personnel, including the Police Department, Fire Department and the Board of Health, keeping Randolph residents and businesses informed about public safety matters and concerns.]

1 YES
2 NO
3 DON’T KNOW

e. Randolph Forum

[In-depth interviews and discussions with town and community representatives.]

1 YES
2 NO
3 DON’T KNOW

f. Randolph Votes

[Election information for local, state, and national elections. Candidates’ Night, debates, and voter service programs would be featured.]

1 YES
2 NO
3 DON’T KNOW

g. Randolph Special Events including parades and memorial events

[Live and taped coverage of special events in town, such as parades and memorials.]

1 YES
2 NO
3 DON’T KNOW

h. Randolph History

[A program showing and discussing Randolph history.]

1 YES
2 NO
3 DON’T KNOW
i. Randolph Arts

[A program featuring local artists who could be invited to display their creations.]

1 YES
2 NO
3 DON’T KNOW

j. Randolph Youth Sports

[Live and videotaped coverage of Randolph High School, Randolph Community Middle School and Youth Sports, including football, basketball, hockey, soccer, baseball, etc.]

1 YES
2 NO
3 DON’T KNOW

k. Children’s Story Hour

[A weekly program produced at the library promoting reading and children’s use of the library and its resources.]

1 YES
2 NO
3 DON’T KNOW

l. Randolph Youth

[A show produced by and for Randolph’s youth.]

1 YES
2 NO
3 DON’T KNOW

m. Randolph Seniors

[A regular series which addresses issues concerning senior citizens and provides information about areas of interest, including financial issues, keeping active and healthy, etc.]

1 YES
2 NO
3 DON’T KNOW
n. Randolph Food Channel?

[Randolph’s own food “channel”. Includes chefs from Randolph’s restaurants new and old, and culinary talent currently best known by their own family.]

1   YES
2   NO
3   DON’T KNOW

o. Randolph Home & Gardening

[Gardening tips and information; advice from Randolph’s successful lawn and garden businesses. Also featuring on-location tours of gardens of Randolph residents.]

1   YES
2   NO
3   DON’T KNOW

p. Any Other Programming?

Please describe:

Q19. Please tell me whether or not you would like to continue to see the following Town of Randolph meetings broadcast on cable television. How about:

<table>
<thead>
<tr>
<th>Meeting Type</th>
<th>Yes</th>
<th>No</th>
<th>Don’t Know</th>
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<td>BOARD OF SELECTMEN MEETINGS</td>
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<td>SCHOOL COMMITTEE MEETINGS</td>
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<td>3</td>
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<tr>
<td>TOWN MEETINGS</td>
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<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
Q20. Now I’d like to ask you a couple of questions about The Institutional Network or “I-Net.” “I-NET” is a separate cable network connecting the schools and town buildings together. This I-NET is necessary for the cablecast of live on-location televised events such as: Selectmen Meetings, Gazebo Concerts, Parade, Town Meeting, and Graduation.

A. Do you believe on-location live programming that requires the I-NET is important?

1  YES
2  NO
3  DON’T KNOW

B. How much do you value having the ability to watch these on-location live programs that require the I-NET. Do you:

1  HIGHLY VALUE
2  SOMEWHAT VALUE
3  DO NOT VALUE AT ALL

Q21. Now I would like to ask you a question about Comcast’s Video on Demand service. Video on Demand offers programs that are available any time customers want to watch them — with the ability to fast forward, rewind and pause selections.

Are you familiar with Comcast’s Video on Demand?

1  YES
2  NO

Q22. Would you like Randolph’s Public, Educational, and Government Access programming, including government meetings, to be available as Video On Demand (VOD) so that you can watch this programming at your convenience?

1  YES
2  NO
3  DON’T KNOW

Q23. Now I’d like to ask you a question about Comcast’s On-Screen Interactive Program Guide. The program guide enables customers to find a show on any channel, set favorite channels, use parental controls to block specific channels or individual programs and to record any television show with a DVR.

Are you familiar with Comcast’s On-Screen Interactive Program Guide?

1  YES
2  NO  [PLEASE SKIP TO QUESTION 25]
Q24. Would you like to have Randolph’s Public, Educational, and Government Access program schedule included as part of the Comcast’s On-Screen Interactive Program Guide in order to know when this programming is going to be broadcast?

1. YES
2. NO
3. DON’T KNOW

Q25. Comcast currently operates a customer service office at 89 North Main St. in Randolph, where subscribers can pick-up or return equipment and pay bills. How strongly do you agree or disagree that Comcast should continue to operate the customer service center in Randolph? Do you

1. STRONGLY AGREE
2. AGREE
3. NEITHER AGREE OR DISAGREE
4. DISAGREE
5. STRONGLY DISAGREE

OK, we are almost done. I would just like to ask you a couple of questions about yourself.

Q26. Do you mind telling me your age? __________

Q27. Sex

1. MALE
2. FEMALE

Q28. Do you primarily speak English at home?

1. YES
2. NO

[If no] What language do you primarily speak? _______________________________

Q29. How many years have you lived in Randolph? __________

Those are all the questions that I have. Thanks for your time and have a nice day.
### APPENDIX B - FREQUENCIES

#### satisfaction w/ Comcast

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#### picture quality/reception

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#### consistency of sound level

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### Randolph Cable TV Satisfaction Survey

#### customer services

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#### cable rates

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#### clarity of bill

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### Randolph Cable TV Satisfaction Survey

#### paying too much, little, just right

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#### each additional channel

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<td>.2</td>
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#### each additional music channel

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<td>.7</td>
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<td>$.26 to $.50</td>
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## Randolph Cable TV Satisfaction Survey

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### Randolph Cable TV Satisfaction Survey

#### how much do you value PEG programming

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#### want expanded PEG programming?

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## Randolph Cable TV Satisfaction Survey

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# Randolph Cable TV Satisfaction Survey

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### Randolph Cable TV Satisfaction Survey

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**Town Meetings**

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**believe programming that requires INET is important**

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#### value of having the ability to watch programs that require INET

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#### familiar with VOD

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#### edu, govt, mtgs available to watch as VOD

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### Randolph Cable TV Satisfaction Survey

#### like pub, edu, govt included in on screen program guide

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