

**FORT COLLINS CABLE TELEVISION SERVICES
RESIDENTIAL SURVEY MARKED INSTRUMENT (N=701)**



1. Does your household currently subscribe to cable television services? (N=689)
53% Yes, from Comcast (**Go to Q.3a**) 47% No (**Continue**)
2. Why are you not currently subscribing to cable television service from Comcast? (**Mark all that apply**) (N=323)
- | | | |
|--|---------------------------------|----------------------------------|
| <u>46%</u> Cost | <u>4%</u> Not available | <u>16%</u> Don't want cable TV |
| <u>26%</u> Had, but disconnected | <u>4%</u> Object to programming | <u>13%</u> Don't watch TV |
| <u>18%</u> Never subscribed | <u>7%</u> Service issues | <u>37%</u> Have a satellite dish |
| <u>15%</u> Other: (<i>describe</i>): | | |

Top 3 Mentions (N=49): 1. Rely on free, over the air television. 2. Go online for television. 3. Want a la carte or other programming not on cable.

- 2a. As a non-cable television subscriber, do you have any of Comcast's other services? (N=323)
- | |
|-------------------------------------|
| <u>26%</u> Xfinity Internet service |
| <u>6%</u> Xfinity Telephone service |
| <u>72%</u> None |

(Non-subscribers, please go to Q.26)

- 3a. How long have you subscribed to cable television service in Fort Collins? (N=331)
- Range=1 year to 80 years, Mean=13.4 years, Mode=10 years (12%)

- 3b. What services do you currently receive from the cable operator? (**Mark all that apply**) (N=366)
- | |
|---|
| <u>45%</u> Limited Basic Service including broadcast stations (ABC, CBS, PBS, etc.) |
| <u>67%</u> Digital Cable Services, including several popular cable networks like ESPN and CNN |
| <u>57%</u> A service tier that includes HD (High Definition) channels |
| <u>22%</u> Premium channels (HBO, Showtime, etc.) |
| <u>74%</u> Xfinity Internet service |
| <u>48%</u> Xfinity Telephone service |
| <u>2%</u> Other: (<i>describe</i>) |

Top 3 Responses (N=6): 1. Sports Network (Big 10, NFL), 2. Home Security system 3. Bundle

- 3c. How much do you pay each month for the Comcast services indicated above?
- Range=\$23 to \$315, Mean=\$139.27, Mode=\$130

Mean monthly bill by service:

Limited Basic Service	\$130.85
Digital Cable Services	\$149.94
A service tier that includes HD (High Definition) channels	\$158.30
Premium channels (HBO, Showtime, etc.)	\$179.21
Xfinity Internet service	\$152.44
Xfinity Telephone service	\$167.19

4. Are there any cable programs or types of programs that are not available on the system that you would like the cable operator to add? (N=318)
- | | |
|-----------------------|---------------|
| <u>25%</u> Yes (N=79) | <u>75%</u> No |
|-----------------------|---------------|

If "Yes, "please indicate (N=75):

Top 3 Responses

1. Premium sports networks (Big 10, NFL, CBS, Universal)
2. Turner Classic Movies
3. Al Jazeera

5. Overall, how would you describe your level of satisfaction with your current cable video services? (Circle #) (N=363)

Very Satisfied **Very Dissatisfied**
17% 43% 27% 13%

6. If you indicated anything less than **Very Satisfied**, is there anything the cable operator could do to improve your level of satisfaction with its cable video services?

First Mention, Top 10 Responses (N=227/62%)

- | | |
|---|-----|
| 1. Reduce rates, control rising prices | 51% |
| 2. Improve quality of reception | 11% |
| 3. Offer a la carte programming options | 7% |
| 4. Improve Internet Service | 3% |
| 5. Unbundle services | 3% |
| 6. Poor customer service | 2% |
| 7. Tired of hidden fees | 2% |
| 8. Better DVR service | 2% |
| 9. Offer new promos to existing customers | 1% |
| 10. Need local CSR, phone number | 1% |

Customer Service

7. How satisfied have you been with each of the following characteristics of your cable video service during the last year? (Circle #)

Customer Service	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ Not Applicable
Cost of your cable service	6%	20%	39%	35%	1%
Quality of the picture	40%	50%	6%	3%	1%
Quality of the sound	37%	57%	5%	1%	.3%
Quality of cable programs	23%	54%	15%	6%	3%
Variety of cable program packages offered	20%	42%	22%	13%	3%
Location of the cable company office	27%	49%	5%	3%	16%
Hours cable company office is open	20%	51%	5%	3%	21%

9. In the last year, have you had occasion to call the cable company? 76% Yes 24% No (**Go to Q.14**)(N=360)

10. If Yes, why did you place the call?

Top 8 Responses (N=273)

- | | |
|-----------------------|-----|
| 1. Reception issues | 38% |
| 2. Cable box issue | 8% |
| 3. Problem with bill | 8% |
| 4. Equipment issue | 8% |
| 5. Internet problem | 7% |
| 6. Lower rates wanted | 6% |
| 7. Upgrade package | 4% |
| 8. Installation | 3% |

11. When calling, did you receive a busy signal? (N=283) 8% Yes 92% No

12. Was your call answered by a customer service representative within 60 seconds, including the time you were left on hold or worked with an automated response system? 29% Yes 48% No 23% Don't Know

13. Was the reason you called resolved in: (N=276)

54% Less than 24 hours 22% 24-48 hours 15% More than 48 hours 8% The problem is still unresolved

14. The next few questions are about cable signal outages. During the past year, have you ever lost your entire cable signal (all channels) for a period of fifteen minutes or more when you still had electricity? (N=352)
51% Yes 49% No (**Go to Q.18**)

15. If Yes, can you estimate how many times you've lost your entire cable signal for a period of fifteen minutes or more? (N=171)

Range=1-12, Mean=2.85, Mode=2.0

16. If Yes to Q.14, did you contact the cable operator's office to notify them of the outage(s)? (N=175)

75% Yes 25% No

17. If Yes to Q.14, rate the cable operator's responsiveness to the outage: (Circle #) (N=143)

Very Responsive

Very Unresponsive

30% 40% 20% 10%

17a. If Yes to Q.14, if your cable outage lasted for 2 or more hours, did you receive a refund or credit from the cable company for the period of time your cable service was out? (N=175) 15% Yes 85% No

18. Has your household had any technical difficulty with your cable television service (i.e., picture quality, audio problems or overall reception)? 15% Yes 85% No

If Yes, please explain and note specific channels: (N=134)

Top 5 Responses

1. Pixilation, reception issues with channels overall
2. HD reception issues, HD local channels in Denver
3. Audio problems across system or on specific channels
4. Box problems
5. Telephone/Internet out or slow

19. If you have had cable video service for **less than 2 years**, please indicate a rating of Very Satisfied, Satisfied, Dissatisfied or Very Dissatisfied for the following installation service issues. (N=91) **(Circle #)** If not, go to Q.20.

Installation Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ Not Applicable
The available times for installation or service	20%	52%	11%	3%	14%
The arrival time of the service technician	23%	48%	10%	4%	14%
The ability of the technician to explain your subscribing options	22%	41%	16%	6%	16%
Respect for your property demonstrated by the service technician	32%	40%	7%	3%	19%

20. The next few questions are about your satisfaction level with how well the cable operator communicates with you. Overall, how would you rate the following aspects of communication provided by the cable operator? Please indicate a rating of Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied. **(Circle #)**

Communication Issues	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/ Not Applicable
The ability of the cable operator to explain and address billing questions	16%	39%	13%	10%	23%
The cable operator's communication with YOU regarding programming changes	12%	40%	13%	9%	25%
The cable operator's communication with YOU regarding rate changes	10%	32%	20%	18%	20%

Community Programming (also known as Public, Educational and Government Access Programming)

Comcast cable subscribers are currently provided local government, education and public access programming on Channels 10, 11, 14 and 97. A wide variety of local programming is shown on these channels, including shows on government services, city council meetings, Poudre School District news, Colorado State University TV and a variety of informational and entertaining programming created by local residents.

21. How often **do you watch** the programming that appears on Channels 10, 11, 14 and 97? **(Circle #)**

Local Access Channels	More than 5 hours a week	Weekly, but less than 5 hours	Once or Twice a Month	Once or Twice a Year	Never	Don't Know
Channel 10, Poudre School District	.3%	5%	14%	28%	49%	3%
Channel 11, CSU-TV, Colorado State University	.3%	4%	14%	24%	55%	3%
Channel 14, City Cable, Fort Collins	1%	11%	20%	29%	37%	4%
Channel 97, Fort Collins Public Affairs Network (PAN)	1%	4%	12%	18%	61%	4%

21a. Please consider the programming you've seen on Fort Collins' public, education and government access channels and rate the **quality of the video/audio and the content programmed on these channels**. Use the following scale: **1=Excellent, 2=Good, 3=Fair, 4=Poor or 5=Don't Know**.

Channel 10, Poudre School District	Excellent	Good	Fair	Poor	Don't Know/NA
Picture Quality of Channel 10 (N=207)	13%	30%	15%	4%	39%
Sound Quality of Channel 10 (N=192)	13%	26%	16%	4%	42%
Informational Value of Channel 10 (N=199)	11%	29%	13%	5%	43%
Entertainment Value of Channel 10 (N=194)	6%	19%	18%	9%	49%

Channel 11, CSU-TV, Colorado State Univ.	Excellent	Good	Fair	Poor	Don't Know/NA
Picture Quality of Channel 11 (N=201)	10%	26%	13%	4%	47%
Sound Quality of Channel 11 (N=185)	10%	22%	16%	3%	49%
Informational Value of Channel 11 (N=189)	7%	24%	15%	3%	51%
Entertainment Value of Channel 11 (N=216)	4%	16%	17%	7%	57%

Channel 14, City Cable, Fort Collins	Excellent	Good	Fair	Poor	Don't Know/NA
Picture Quality of Channel 14 (N=216)	14%	35%	15%	3%	32%
Sound Quality of Channel 14 (N=205)	14%	30%	20%	3%	33%
Informational Value of Channel 14 (N=210)	14%	37%	12%	3%	33%
Entertainment Value of Channel 14 (N=200)	8%	25%	19%	9%	41%

Channel 97, Fort Collins Public Affairs Network	Excellent	Good	Fair	Poor	Don't Know/NA
Picture Quality of Channel 97 (N=190)	8%	22%	14%	3%	53%
Sound Quality of Channel 97 (N=177)	8%	18%	16%	2%	56%
Informational Value of Channel 97 (N=181)	7%	19%	13%	4%	57%
Entertainment Value of Channel 97 (N=182)	5%	15%	14%	6%	59%

22. What types of local programming would you like to see more of on Fort Collins' public, education and government channels? **(Check all that apply)** (N=366)

- | | |
|--|--|
| <u>18%</u> Public Safety Information | <u>15%</u> University Programs |
| <u>29%</u> City News and Services Programs | <u>25%</u> FC Public/Community Events & Activities |
| <u>13%</u> K-12 School Events & Activities | <u>22%</u> Local Arts |
| <u>22%</u> Local Sports | <u>28%</u> Community News |
| <u>12%</u> Local Business Programs | <u>13%</u> Government Meetings |
| <u>20%</u> Local Senior Citizen Programs | <u>32%</u> Local Historical Programs |
| <u>25%</u> Health/Wellness Programs | <u>16%</u> Sustainable Energy/Environment Programs |
| <u>4%</u> Other: <i>(please describe)</i> (N=14) | |

Top 5 Mentions:

1. CSU events, sports, football
2. Local voting information
3. International news
4. Local events, visiting dignitaries
5. Local innovations, enterprising

23. How important is it to you that a portion of your future cable video bill continues to specifically support local community programming on Channels 10, 11, 14 and 97? **(Circle #)**

Very Important	Not at all Important
<u>18%</u>	<u>28%</u>
<u>29%</u>	<u>25%</u>

24. Fort Collins Public Access Network (FC PAN) operates a local community access studio for television program production and provides media training for City residents at no charge. Are you aware of these opportunities? (N=350) 14% Yes 86% No **(If No, please go to Q.26)**

25. Have you ever used the FC PAN studio, portable equipment or taken part in access training or an access program? (N=152) 3% Yes 97% No

If Yes, how have you used the FC PAN facility? Training and networking with producers, posting community events on calendar, shooting video for non-profit foundation.

Demographics : While **your specific responses will remain anonymous**, we would like to be able to consider your opinions with others like you. Please indicate the following:

26.	<u>Zip Code</u>	<u>N</u>	<u>% of Total Sample</u>
	80252	1	.1
	80256	1	.1
	80520	1	.1
	80521	97	13.8
	80524	105	15.0
	80525	216	30.8
	80526	216	30.8
	80528	25	3.6
	80534	1	.1
	84256	1	.1
	Total	664	94.7
	No Response	37	5.3
	Total	701	100.0

27. Own 90% Rent 10% (N=651)

28. Male 50% Female 50% (N=641)

29. How long have you lived in Fort Collins? (N=661)
Range <1 year to 94 years, Mean=25.07 years and Mode=30 years

30. Do you have children in the home? (N=664) 28% Yes 72% No

31. Highest Grade/Degree completed (N=634)
Range 4 to 24 years, Mean=16.32 years, Mode=16 years

Less than 12 th grade	1%
High School graduate	12%
Some College	3%
Associates Degree	6%
College Graduate	38%
Masters Degree	27%
Post Masters or Doctoral	13%

32. Do you have Internet service at home? (N=663) 92% Yes 8% No

33. How old were you on your last birthday? (N=625)
Range 18 to 94 years, Mean=56.83 years old, Mode=54 years old

34. Race (optional) (N=310/44%)

African American	2%
Asian	1%
Caucasian	91%
Hispanic/Latino	3%
Native American	.3%
Biracial	1%
Other	1%

35. Annual Household Income (optional) (N=223/32%)

Range \$1200 to \$300,000, Mean=\$83,891, Mode=\$100,000

Other Comments

36. If you have any additional comments regarding Comcast and its services, please include them below.

First Response, Top 10 (N=284/41%)

1. Cost issues/expensive/lower the rates	28%
2. Comcast is a monopoly	11%
3. Experienced poor customer service	10%
4. Company is doing a good job	9%
5. Prices keep increasing/no added value with rate increases	6%
6. Need a la carte programming selection	6%
7. Not available in my neighborhood	3%
8. Need better internet options	3%
9. Don't like Comcast	1%
10. Existing customers not a priority	1%