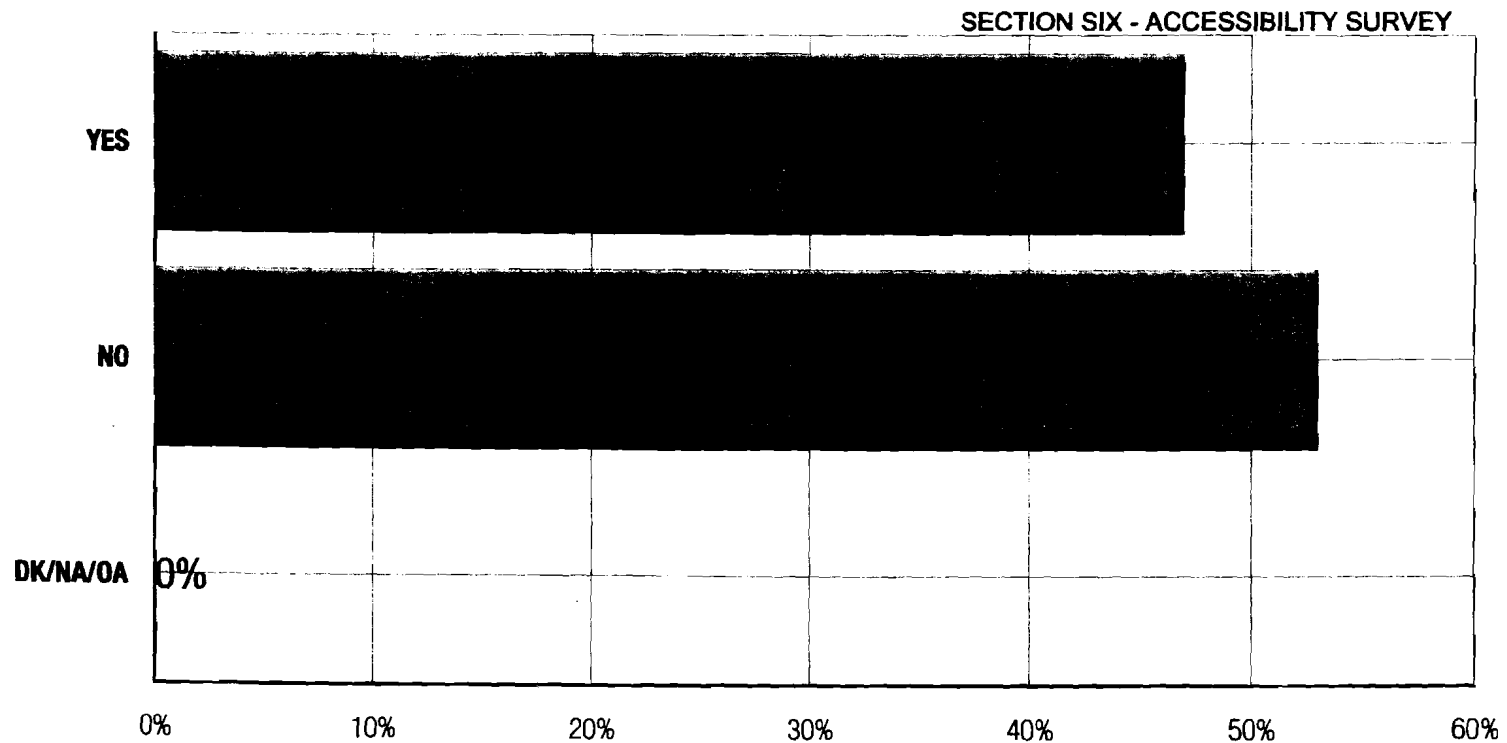


2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are there any persons in your household with mobile, manual or dexterity impairments that would interfere with their ability to use cable TV controls?

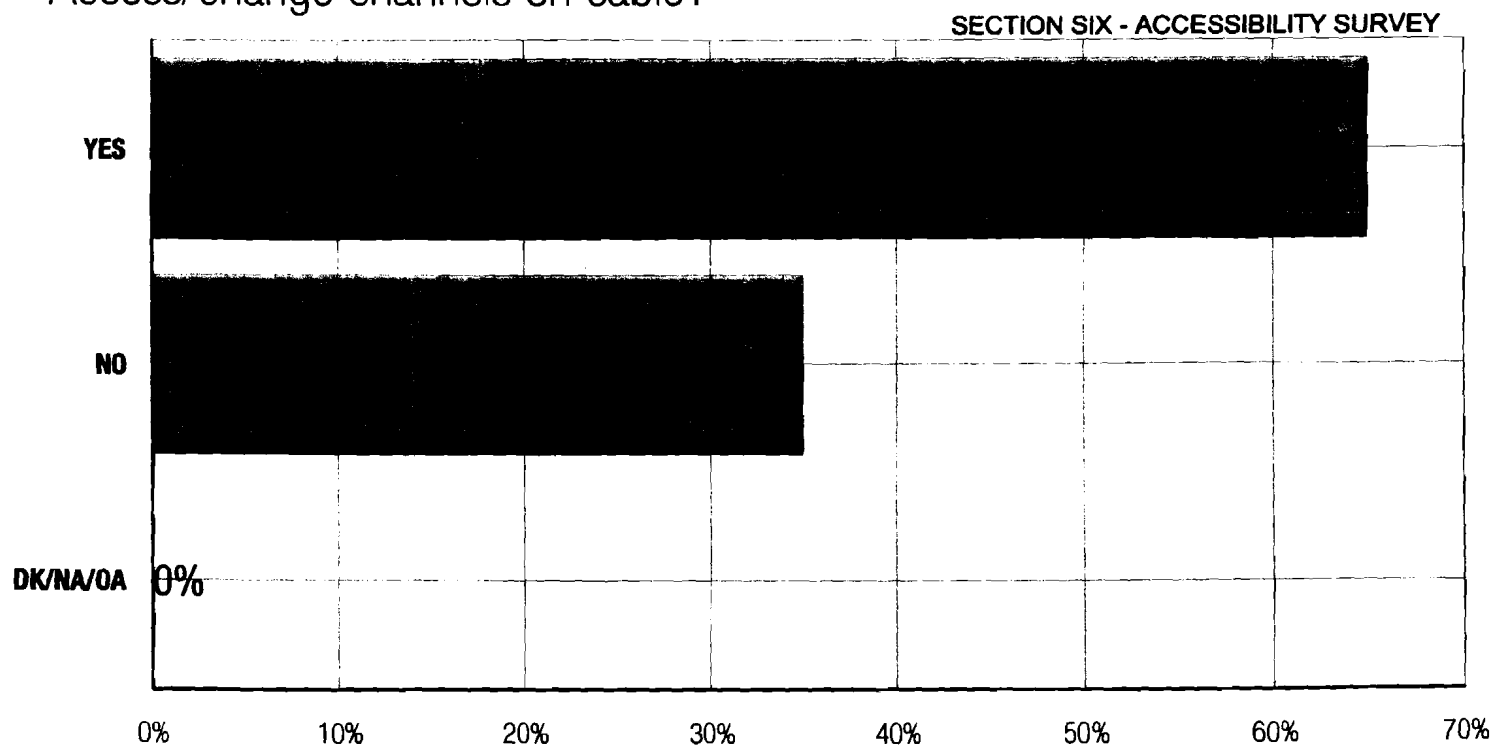


■ 2).



2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Access/change channels on cable?

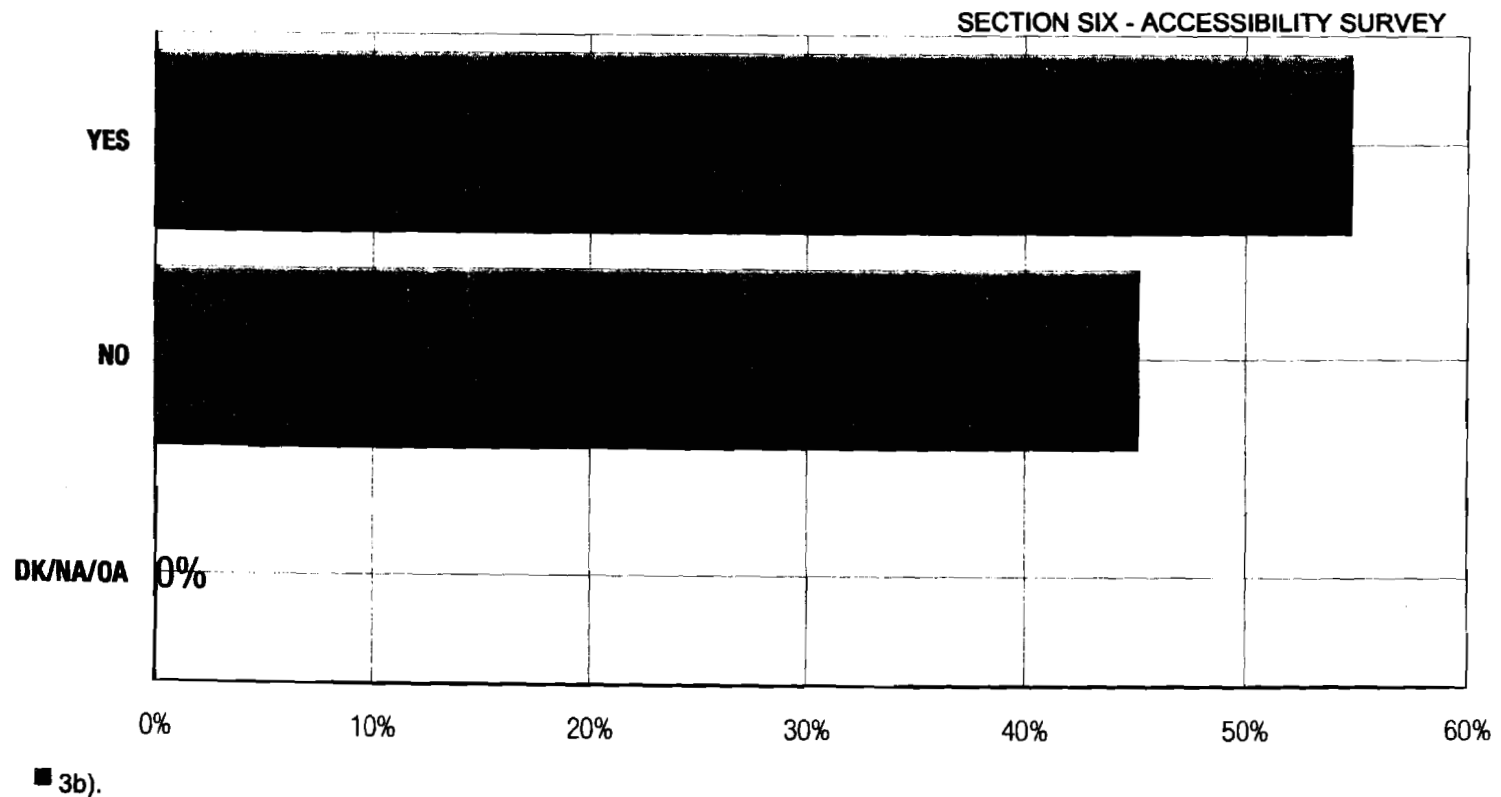


■ 3a).



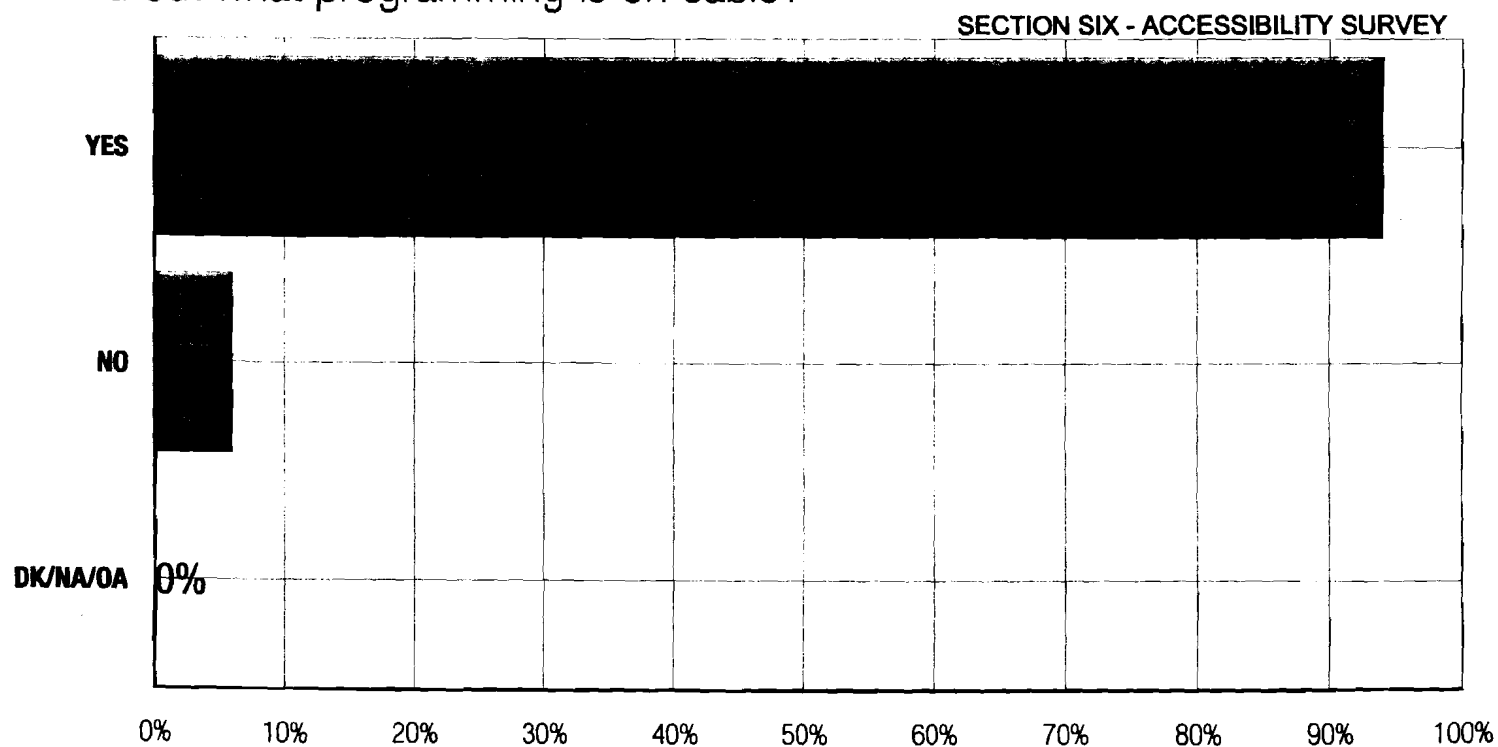
2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Discuss a bill with Comcast?



2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:
Find out what programming is on cable?

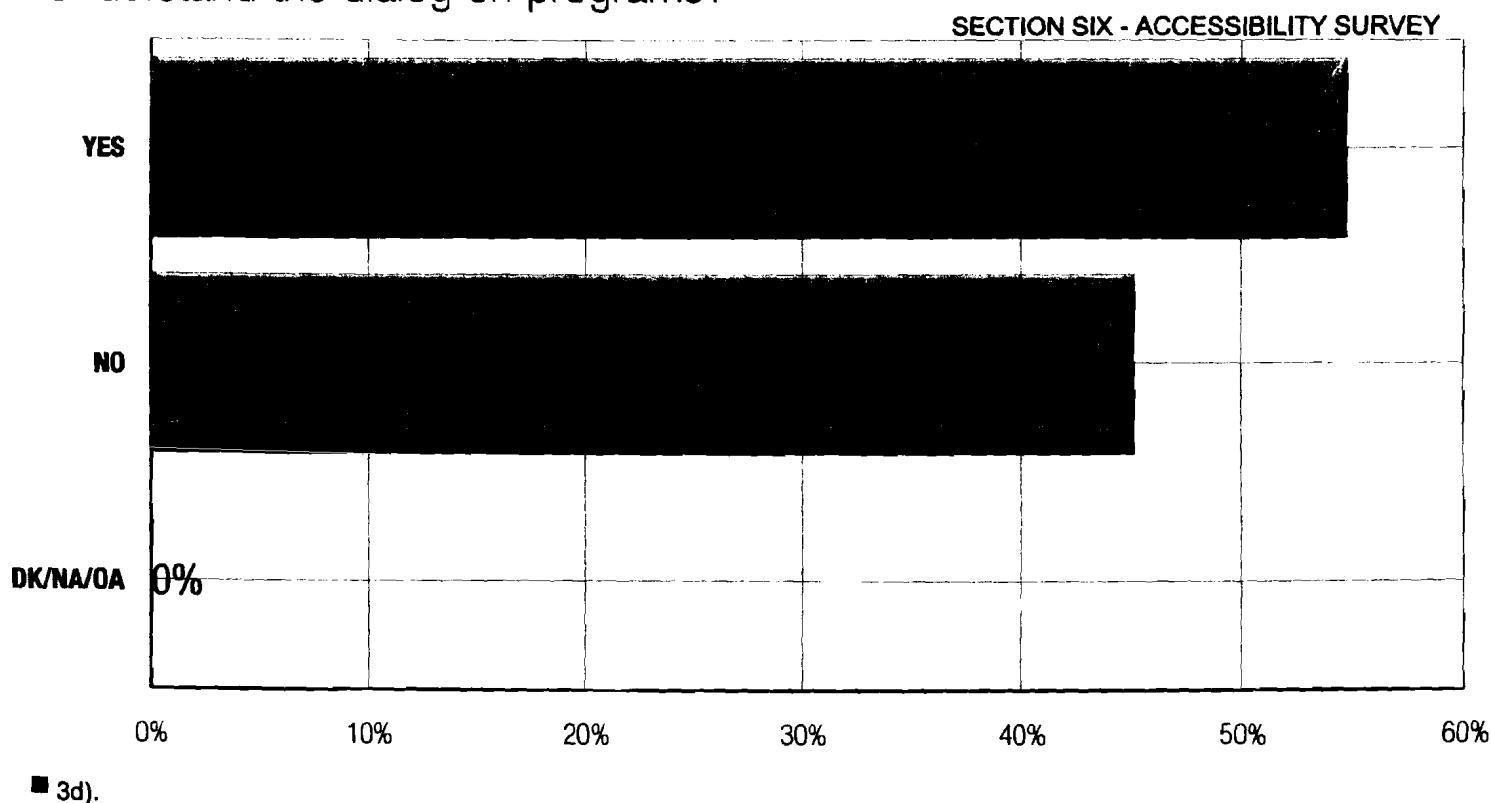


■ 3c).



2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

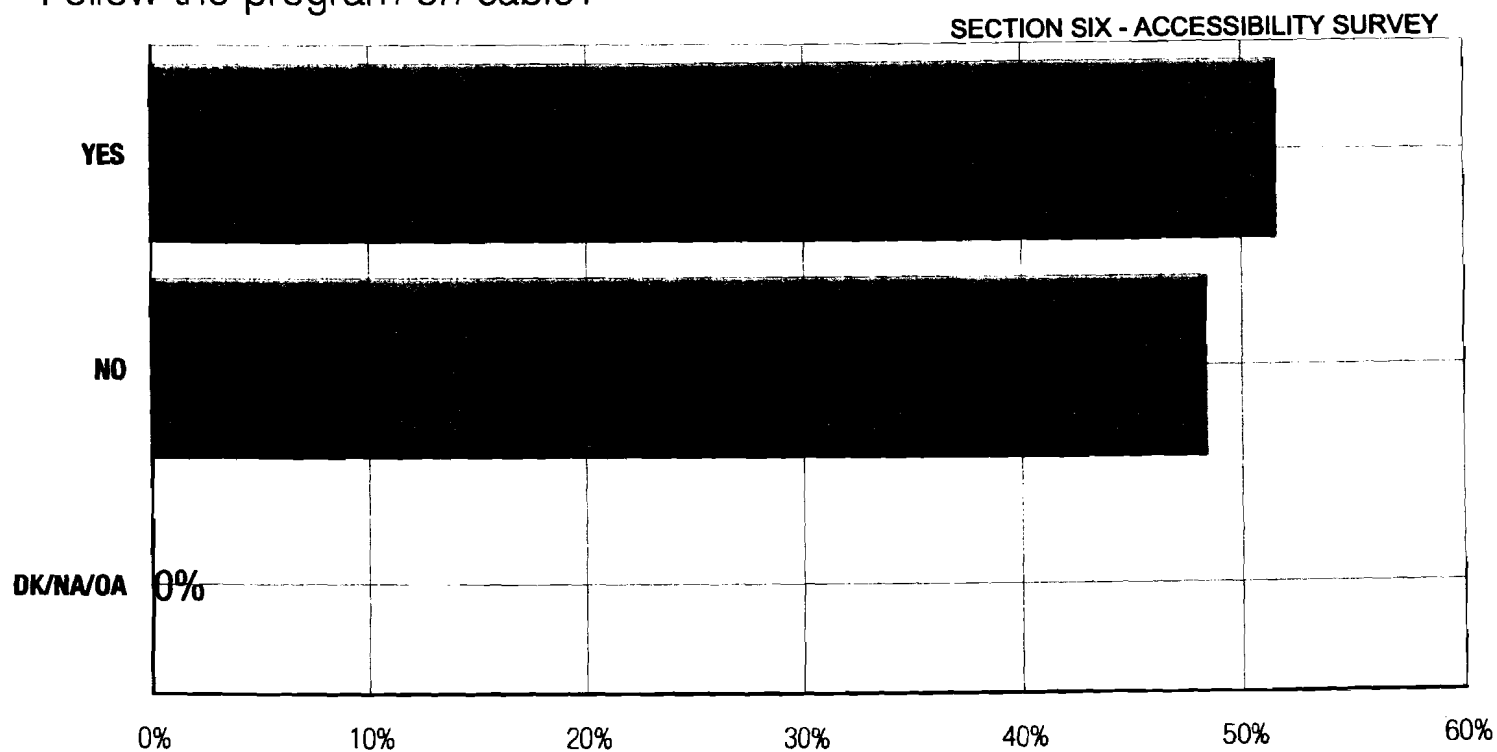
Have any of these disabilities or impairments affected this person's ability to:
Understand the dialog on programs?



2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have any of these disabilities or impairments affected this person's ability to:

Follow the program on cable?



■ 3e).



2005 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Section Six - Accessibility Survey - Question 3f.

Have any of these disabilities or impairments affected this person's ability to:
Other ... respondent comment detail.

1. POOR SOUND QUALITY

2. FUZZY RECEPTION ON CERTAIN CHANNELS





Comcast ALEXANDRIA Customer Surveys

820 Total Surveys**SECTION ONE - BACKGROUND INFORMATION**

1). What is the major reason you subscribe to cable television at this time?

53.4%	438	1 MORE CHANNELS
6.6%	54	2 MOVIES
26.0%	213	3 BETTER RECEPTION
7.2%	59	4 PREMIUM SERVICES
5.6%	46	5 SPORTS
1.2%	10	6 OTHER
	820	Total Responses

SECTION TWO - ACCESS CHANNELS

1). Were you previously aware of these channels?

69.8%	572	1 YES
30.2%	248	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION TWO - ACCESS CHANNELS

Channel 70 is the local government access channel which provides brief announcements about upcoming government meetings and events, and broadcasts live City Council meetings, Planning Commission meetings, Board of Zoning Appeals meetings, and Board of Architectural Review meetings. Do you watch Channel 70 programming?

2).

56.5%	323	1 YES
43.5%	249	2 NO
0.0%	0	0 DK/NA/OA
	572	Total Responses



SECTION TWO - ACCESS CHANNELS

2a). Have you ever watched an Alexandria City Council meeting?

74.9%	242	1 YES
25.1%	81	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses

SECTION TWO - ACCESS CHANNELS

2b). Have you ever watched a Saturday public hearing?

44.6%	144	1 YES
55.4%	179	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses

SECTION TWO - ACCESS CHANNELS

2c). Have you ever watched a Planning Commission meeting?

53.3%	172	1 YES
46.7%	151	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses

SECTION TWO - ACCESS CHANNELS

2d). Have you ever watched a Board of Zoning Appeals meeting?

49.5%	160	1 YES
50.5%	163	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses



SECTION TWO - ACCESS CHANNELS

2e). Have you ever watched a Board of Architectural Review - Old and Historic District meeting?

40.2%	130	1 YES
59.8%	193	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses

SECTION TWO - ACCESS CHANNELS

2f). Have you ever watched a Board of Architectural Review - Parker-Gray District meeting?

37.2%	120	1 YES
62.8%	203	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses

SECTION TWO - ACCESS CHANNELS

2g). Have you ever watched a School Board meeting?

53.6%	173	1 YES
46.4%	150	2 NO
0.0%	0	0 DK/NA/OA
	323	Total Responses

SECTION TWO - ACCESS CHANNELS

3). Would you be interested in specific programming which highlights City services, programs and/or projects?

42.2%	346	1 YES
57.8%	474	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses



SECTION TWO - ACCESS CHANNELS

- Channels 71, 72, and 73 are the educational access channels. Channel 72 broadcasts telecourses from Northern Virginia Community College. Channel 73 broadcasts telecourses from George Mason University and Channel 71 for cable ready TVs is used by the Alexandria City Public School system.
- 4).

- 4a). Have you ever watched the telecourses sponsored by Northern Virginia Community College?

34.1%	280	1 YES
65.9%	540	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION TWO - ACCESS CHANNELS

- 4b). Have you ever watched the telecourses sponsored by George Mason University?

32.2%	264	1 YES
67.8%	556	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION TWO - ACCESS CHANNELS

- 4c). Have you ever watched any of the programming sponsored by the Alexandria City Public Schools?

39.1%	321	1 YES
60.9%	499	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses



SECTION TWO - ACCESS CHANNELS

4d). Do you presently have children enrolled in the Alexandria Public School System?

26.5%	217	1 YES
73.5%	603	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION TWO - ACCESS CHANNELS

4e). Instructional programming can also be seen on MHZ2/Channel 25. Have you ever watched instructional programming sponsored by MHZ2/Channel 25?

31.1%	255	1 YES
68.9%	565	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

Comcast produces local programming as a public service to Alexandrians. These programs are shown on Channel 69 in the evenings during the week and on the weekends.

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

1). Have you ever watched the programming on Channel 69?

32.0%	262	1 YES
68.0%	558	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses



SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

2). Have you ever watched the Community Bulletin Board on Channel 69 from 10:00 am to 5:30 am daily?

49.1%	403	1 YES
50.9%	417	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3). Are you interested in any of the following categories of programming that are currently shown on Channel 69?

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3a). Local high school sports?

45.0%	369	1 YES
55.0%	451	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3b). Civic/Informational Shows?

49.5%	406	1 YES
50.5%	414	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3c). Entertainment Shows?

59.9%	491	1 YES
40.1%	329	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses



SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3d). Current Local Events?

65.1%	534	1 YES
34.9%	286	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3aa). What are the biggest obstacles to your watching more programs on the PEG channels?

20.73%	170	1 TECHNICAL QUALITY OF PROGRAMS
38.29%	314	2 LACK OF INTEREST IN TOPICS
28.66%	235	3 LACK OF PROGRAM LISTING INFO
12.32%	101	4 OTHER
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3bb). Have you ever considered producing a show on the Community Channel?

24.5%	201	1 YES
75.5%	619	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3cc). Are you aware that Comcast conducts Community Programming Volunteer Operations classes in television production for a nominal fee?

24.6%	202	1 YES
75.4%	618	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses



SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

3dd). Would you be interested in taking such a class?

30.5%	250	1 YES
69.5%	570	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1). Have you ever called the cable company for any reason other than initiating service?

55.4%	454	1 YES
44.6%	366	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1a). Was your call answered within a reasonable period of time?

85.7%	389	1 YES
14.3%	65	2 NO
0.0%	0	0 DK/NA/OA
	454	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1b). Was the person with whom you spoke courteous?

93.0%	422	1 YES
7.0%	32	2 NO
0.0%	0	0 DK/NA/OA
	454	Total Responses



SECTION FOUR - SERVICE TO SUBSCRIBERS

1c). Was your question or problem resolved?

86.3%	392	1 YES
13.7%	62	2 NO
0.0%	0	0 DK/NA/OA
	454	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1d). Have you ever visited the local Comcast Office?

60.4%	495	1 YES
39.6%	325	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1e). Were you satisfied with the quality of service you received?

89.6%	735	1 YES
10.4%	85	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

Using a scale from 1 to 5, with 1 meaning "extremely dissatisfied" and 5 meaning "extremely satisfied," please select the number that best represents your satisfaction with the following customer service aspects of the system.

2).

4.093	a).	INSTALLATION OF CABLE IN YOUR HOME
4.085	b).	PICTURE QUALITY
4.077	c).	SOUND QUALITY
3.957	d).	RESPONSE TO INQUIRIES OR PROBLEMS
4.105	e).	NUMBER OF CHANNELS PROVIDED
4.073	f).	OVERALL CUSTOMER SERVICE



SECTION FIVE - PROGRAMMING SURVEY

- Are there any channels that are not presently offered that you or others in your household would like to see added to our system?
- 1a).

20.6%	169	1 YES
79.4%	651	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses

SECTION FIVE - PROGRAMMING SURVEY

- If yes, which channel(s) would you like to see added to the system?
- 1b).
- PLEASE SEE DATA SHEET

SECTION FIVE - PROGRAMMING SURVEY

- If Comcast added the new channels that you would like to see, would you be willing to pay more for the service?
- 1c).

46.7%	79	1 YES
53.3%	90	2 NO
0.0%	0	0 DK/NA/OA
	169	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- Are there any persons in your household with hearing or vision disabilities which interfere with their enjoyment of cable TV?
- 1).

8.0%	66	1 YES
92.0%	754	2 NO
0.0%	0	0 DK/NA/OA
	820	Total Responses



SECTION SIX - ACCESSIBILITY SURVEY

- 2). Are there any persons in your household with mobile, manual or dexterity impairments that would interfere with their ability to use cable TV controls?

47.0%	31	1 YES
53.0%	35	2 NO
0.0%	0	0 DK/NA/OA
	66	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- 3). Have any of these disabilities or impairments affected this person's ability to:

SECTION SIX - ACCESSIBILITY SURVEY

- 3a). Access/change channels on cable?

64.5%	20	1 YES
35.5%	11	2 NO
0.0%	0	0 DK/NA/OA
	31	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- 3b). Discuss a bill with Comcast?

54.8%	17	1 YES
45.2%	14	2 NO
0.0%	0	0 DK/NA/OA
	31	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

- 3c). Find out what programming is on cable?

93.5%	29	1 YES
6.5%	2	2 NO
0.0%	0	0 DK/NA/OA
	31	Total Responses



SECTION SIX - ACCESSIBILITY SURVEY

3d). Understand the dialog on programs?

54.8%	7	1 YES
45.2%	14	2 NO
0.0%	0	0 DK/NA/OA
	31	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3e). Follow the program on cable?

51.6%	16	1 YES
48.4%	15	2 NO
0.0%	0	0 DK/NA/OA
	31	Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1e). Were you satisfied with the quality of service you received?

****PARSED TO THE 495 ACTUAL VISITORS IN Sec 4 1D.

94.3%	467	1 YES
5.7%	28	2 NO
0.0%	0	0 DK/NA/OA
	495	Total Responses