

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 16, 2006
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: JAMES K. HARTMANN, CITY MANAGER *J*
SUBJECT: 2006 COMCAST CABLE COMMUNICATIONS, INC. ANNUAL
SUBSCRIBER SURVEY REPORT

ISSUE: Receipt of the 2006 Comcast Cable Communications, Inc. (Comcast) Annual Subscriber Survey Report.

RECOMMENDATION: That City Council receive the 2006 Annual Subscriber Survey Report from Comcast.

DISCUSSION: Section 9-3-1532 (b) of the City Code requires the cable television franchisee to conduct an annual cable subscriber survey for the purpose of evaluating the degree of subscriber satisfaction with Comcast's cable television service and identifying whether the cable-related needs and interests of the community are being met. The 2006 cable subscriber survey was administered via telephone to 807 Alexandria City cable subscribers, compared to 820 in 2005. The survey was conducted by Q7 Broadband Market Research, a provider of marketing and teleservices based in Northern Virginia. The Commission on Information Technology monitored a sampling of the survey interviews during its July 10 meeting, reviewed the results of the Comcast 2006 Subscriber Survey report at its November 13 meeting, and approved the staff analysis.

This year's survey showed that subscribers continue to have a high level of satisfaction with the quality of service offered by Comcast. Highlights of the 2006 survey findings follow.

Survey Sampling Procedure

Q7 Broadband Market Research's staff interviewed 807 cable television subscribers from July 7 to August 19, 2006. The respondents were randomly selected from the Comcast billing database of 49,199 Alexandria cable subscribers. The report indicates that the margin of error in the survey is plus or minus 3.43 percent, which means that the survey instrument and the

methodology used to conduct the survey can be relied on to produce responses that are accurate at least 95 percent of the time.

Cable Subscriber Survey Results

Overall subscriber awareness of the availability of the public access (PEG) channels which are Community Channel 69, Government Channel 70, and Educational Channels 71, 72 and 73 decreased from 70% (572 of 820) in 2005 to 59% (474 of 807) in 2006. Thirty-one percent of the respondents (251 of 807) indicated they would be interested in specific programming that highlighted City services, programs or projects, down from 42.2 percent from last year.

Respondents indicated that the biggest obstacles to watching more programs on the PEG channels were (a) lack of interest in topics – 39 percent, (b) lack of program listing info – 29 percent, (c) technical quality of programs - 20 percent, and (d) other reasons – 13 percent.

With respect to Channel 70 Government Access Programming, 44 percent (210 of the 474 respondents who indicated they were aware of the public access channels) said that they watched Channel 70 programming, down from 57 percent in 2005. Of those who watched government programming:

- 60 percent (126 of 210) had watched a City Council meeting, down from 75 percent (242 of 323) in 2005;
- 40 percent (83 of 210) watched a Saturday City Council public hearing, down from 45 percent (144 of 323) in 2005;
- 57 percent (120 of 210) watched a Planning Commission meeting, up from 53 percent (172 of 323) in 2005;
- 51 percent (107 of 210) watched a Board of Zoning Appeals meeting, up from 50 percent (160 of 323) in 2005;
- 45 percent (95 of 210) watched a Board of Architectural Review - Old and Historic District meeting, up from 40 percent (130 of 323) in 2005;
- 29 percent (60 of 210) watched a Board of Architectural Review - Parker-Gray District meeting, down from 37 percent (120 of 323) in 2005;
- 51 percent (108 of 210) watched an Alexandria School Board meeting. Please note that 14 percent of the total survey respondents reported having children enrolled in the Alexandria public school system (213 of 820). Last year, 54 percent (173 of 323) had watched a School Board meeting with 26 percent of the total survey respondents having children enrolled in the Alexandria public school system.

25 percent (205 of 807) of the total respondents reported watching Channel 69/Comcast Cable TV (Alexandria Community Channel), a decrease from last year's 32 percent. Respondents who indicated that they watched Channel 69 programming expressed interest in the following:

- Local High School Sports – 25 percent (206 of 807); down from the 45 percent (369 of 820) in 2005.
- Civic Informational Shows – 35.1 percent (283 of 807); down from 50 percent (406 of 820) in 2005.
- Entertainment Shows - 49 percent (396 of 807); down from 60 percent (491 of 820) in 2005.
- Local Current Events – 53 percent (428 of 807); down from 65 percent (534 of 820) in 2005.

Of the 56 percent (451 of 807) of subscribers who handled their cable TV problems via telephone, 86 percent (388 of 451) reported that Comcast's customer service personnel response was timely, which is on par with 86 percent in 2005, and 94 percent (423 of 451) felt the service was courteous, which is on par with 93 percent as in 2005. Subscriber problems were resolved and/or questions answered by Comcast staff in 83 percent of the cases (376 of 451 respondents), which is down slightly from 86 percent of the respondents in 2005.

Fewer respondents visited Comcast's Van Dorn Street office in 2006, 57 percent (456 of 807) compared to 60 percent (495 of 820) in 2005. According to Ms. Schuler, the primary reason for visiting the facility remains bill payment.

Subscriber satisfaction levels with regard to the cable system itself remain high, although slightly less than that in 2005. Using a scale from 1 to 5, with 1 meaning "extremely dissatisfied" and 5 meaning "extremely satisfied," the majority of the respondents were generally satisfied with all of the following:

- Installation of cable in their home - 4.02, down from 2005's result of 4.09.
- Picture quality - 4.01, down from 2005's result of 4.08
- Sound quality - 4.00, down from 2005's result of 4.07
- Response to inquiries - 3.80, down from 3.96 in 2005
- Number of channels - 4.23, up from 2005's 4.11
- Overall customer satisfaction – 3.97, down from 2005's result of 4.07

To determine the accessibility of Comcast and its equipment for subscribers with disabilities, seven questions were posed to survey respondents. Six point seven percent (54 of 807) reported a person in the household having a hearing or vision disability, which is down from 8 percent (66 of 820) over last year. Of those 54 respondents, 37 percent (20 of 54) reported a mobile, manual or dexterity impairment; 35 percent (19 of 54) indicated problems in their ability to access and/or change channels, and 17 percent (9 of 54) reported problems in their ability to discuss bills with

Comcast. Seventeen percent of the respondents (9 of 54) indicated that their ability to find a listing of cable programming was impaired. It should be noted that Comcast is equipped with a telecommunications device for the deaf (TTY), and has channel and program guides in Braille and large print for the visually impaired. Staff continually works with Comcast to address other issues affecting the accessibility of Comcast and its equipment for disabled subscribers.

FISCAL IMPACT: None

ATTACHMENT: Comcast Cable Communications 2005 Annual Cable Television
Subscriber Survey Report and Survey Form

STAFF:
Rose Williams Boyd, Director of Citizen Assistance
Jacqueline Levy, Cable Television Administrator




2006 ANNUAL REPORT

CUSTOMER OPINION SURVEY

AUGUST 30, 2006

2006

Comcast 

Cable Television

Subscriber Survey

Alexandria, Virginia



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

SURVEY METHODOLOGY

All of the following charts and graphs are based on responses from a structured phone survey conducted with a random probability sample of 807 Alexandria active cable television customers. Calling began on July 7th and was completed August 19th, 2006. Calls were placed during a mix of daytime and evening hours on weekdays as well as daytimes on Saturdays.

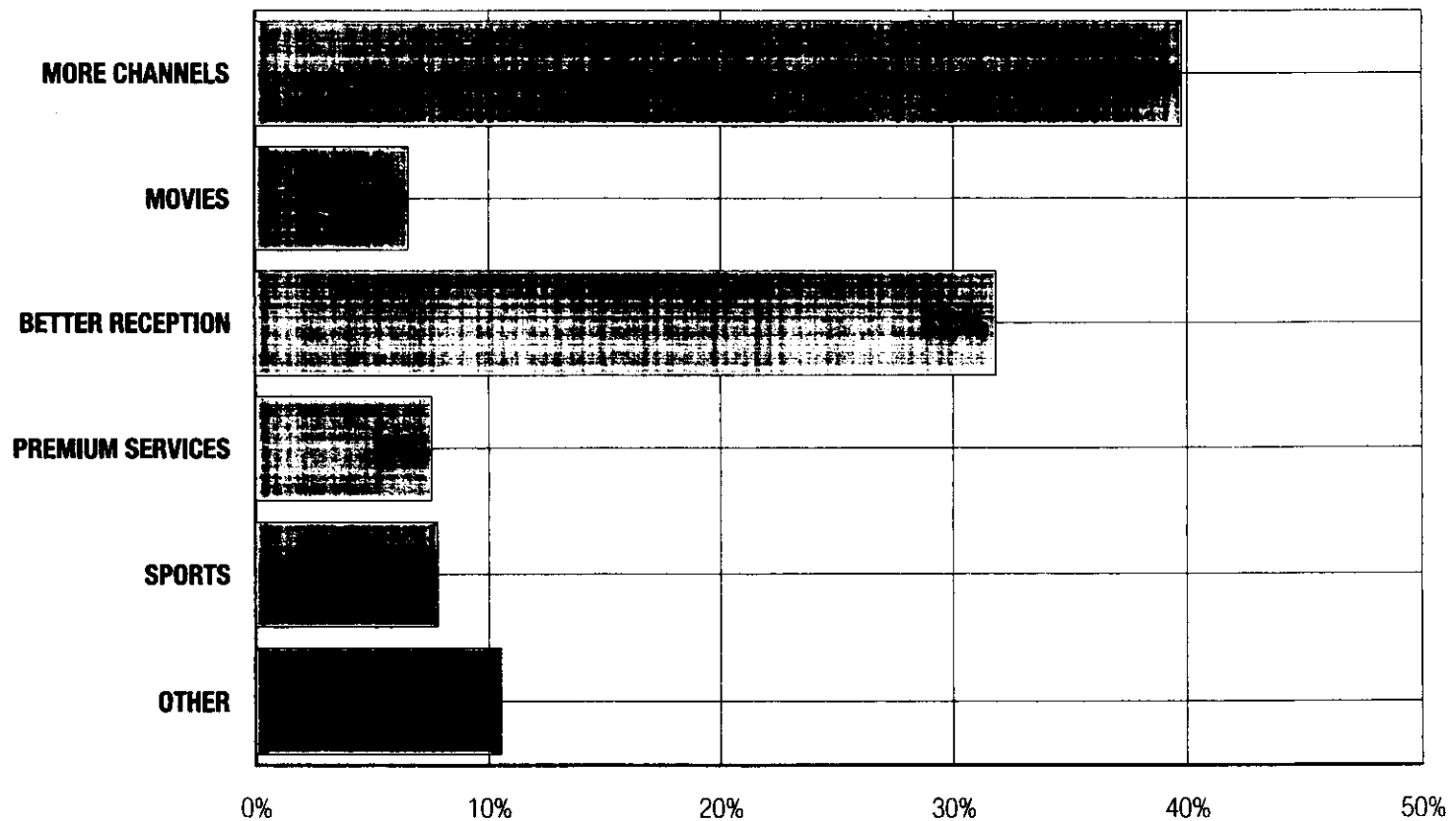
All surveys were completed from Q7's fully supervised calling center. Prior to the beginning of data collection, all surveyors were trained specifically on each survey question and its response set. At least once per shift, each surveyor was monitored on-line while conducting an actual survey. Some of the questions asked were based on previous versions of the same study completed in earlier years.

In order to generate a random probability of households, the calling list provided to Q7 was randomized prior to outbound dialing. The completed sample response includes 807 customers. This sample size will generate data useful in making business decisions based on commonly accepted statistical norms at the 95% confidence level with a margin of error of +/-3.43%, assuming an overall population of approximately 65,000.

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

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2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

What is the major reason you subscribe to cable television at this time?
"Other" answers...

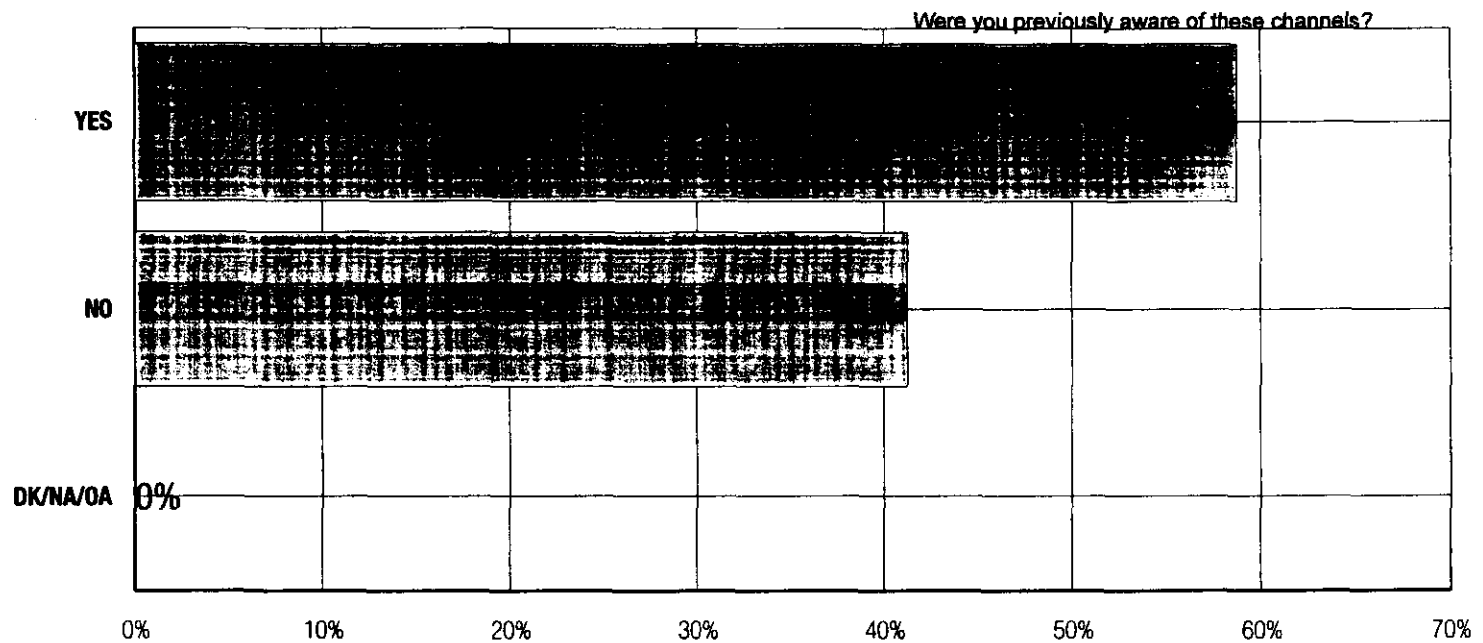
<i>Reason</i>	<i>Answers</i>
The Only Choice	38
High Speed	13
New To Area	7
Needed Basic Service	7
HD Channels	3
Can't Get Satellite	3
Pricing	3
News	2
Disney	1

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2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Comcast currently has five access channels;
The City Government Access Channel on Channel 70,
The Educational Access Channels on 71, 72, 73
and The Community Channel on Channel 69.

Were you previously aware of these channels?

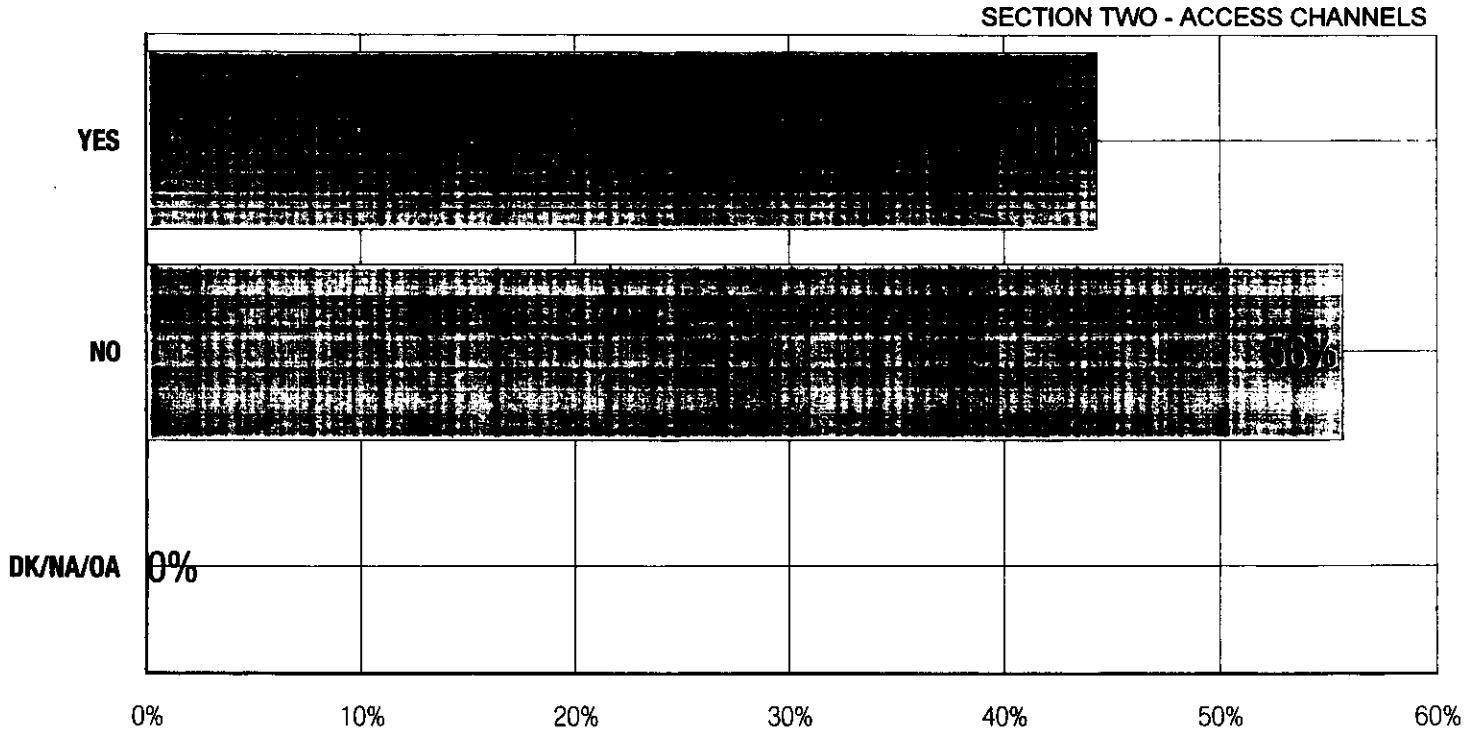


■ 1).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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?

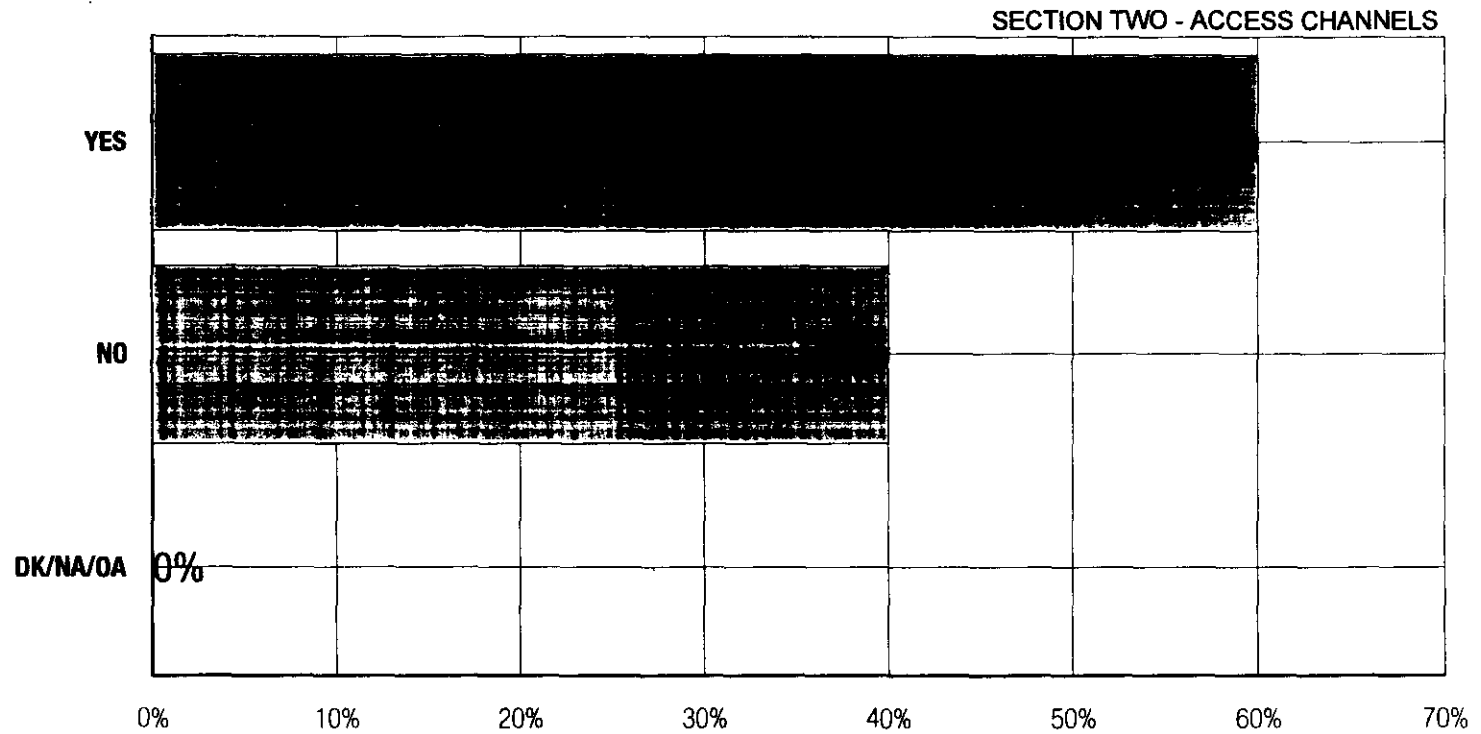


■ 2).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched an Alexandria City Council meeting?



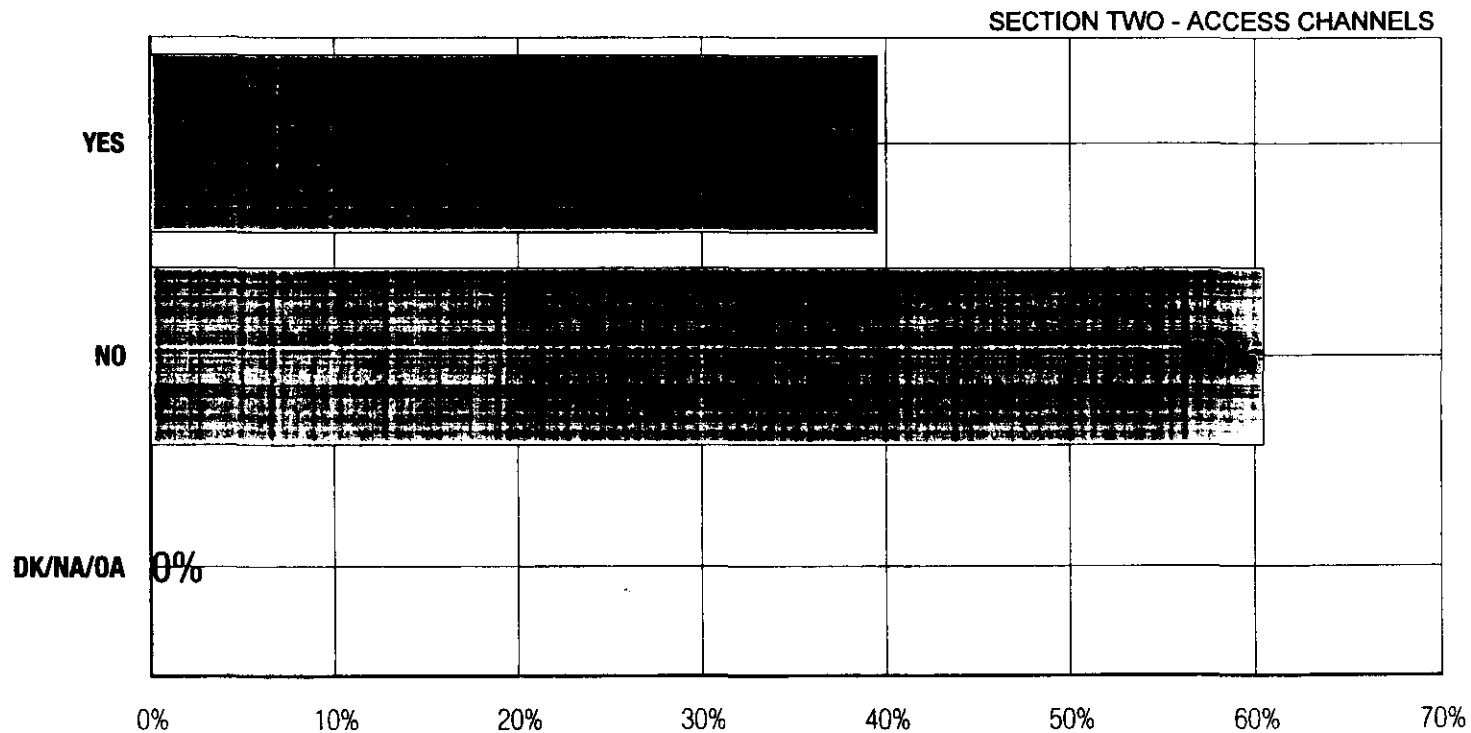
12.

■ 2a).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

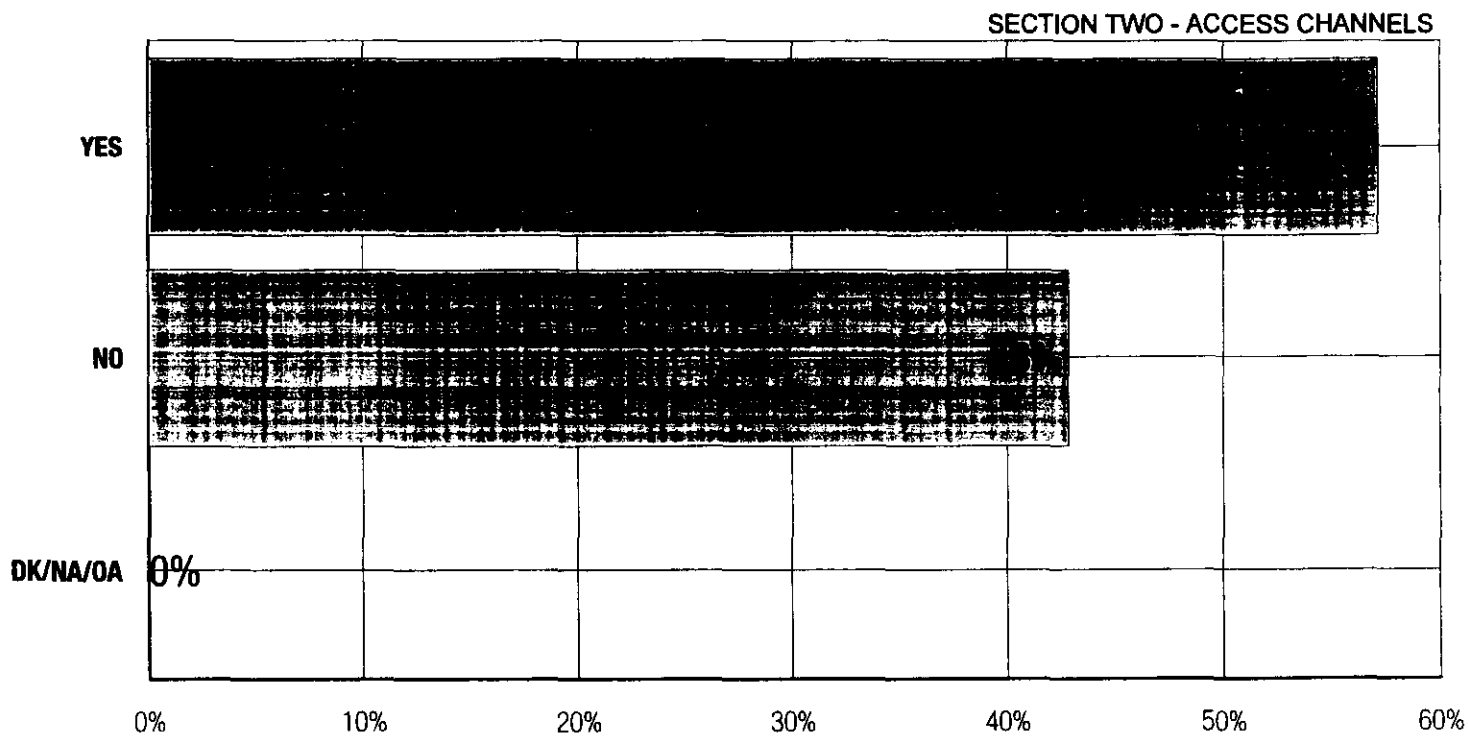
Have you ever watched a Saturday public hearing?



■ 2b).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Planning Commission meeting?



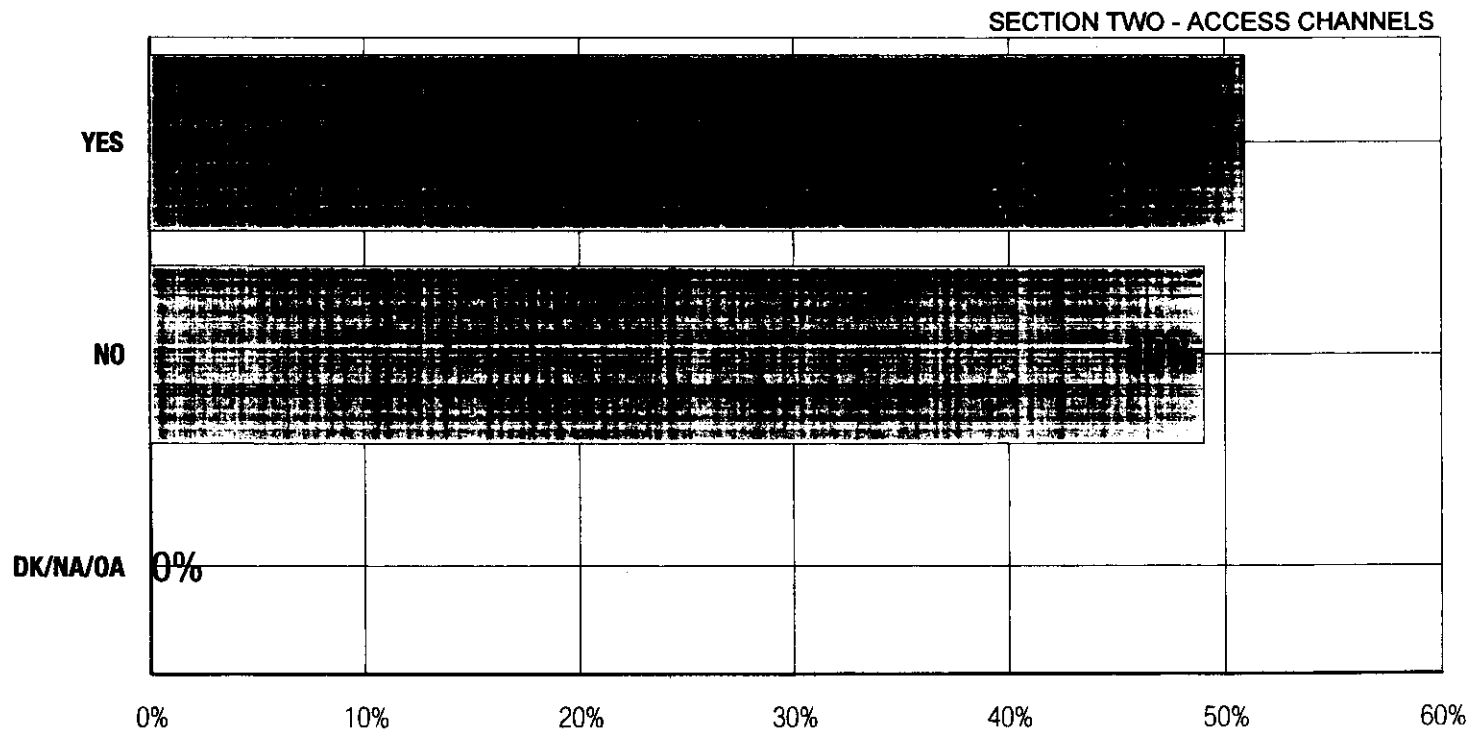
b1

■ 2c).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Board of Zoning Appeals meeting?



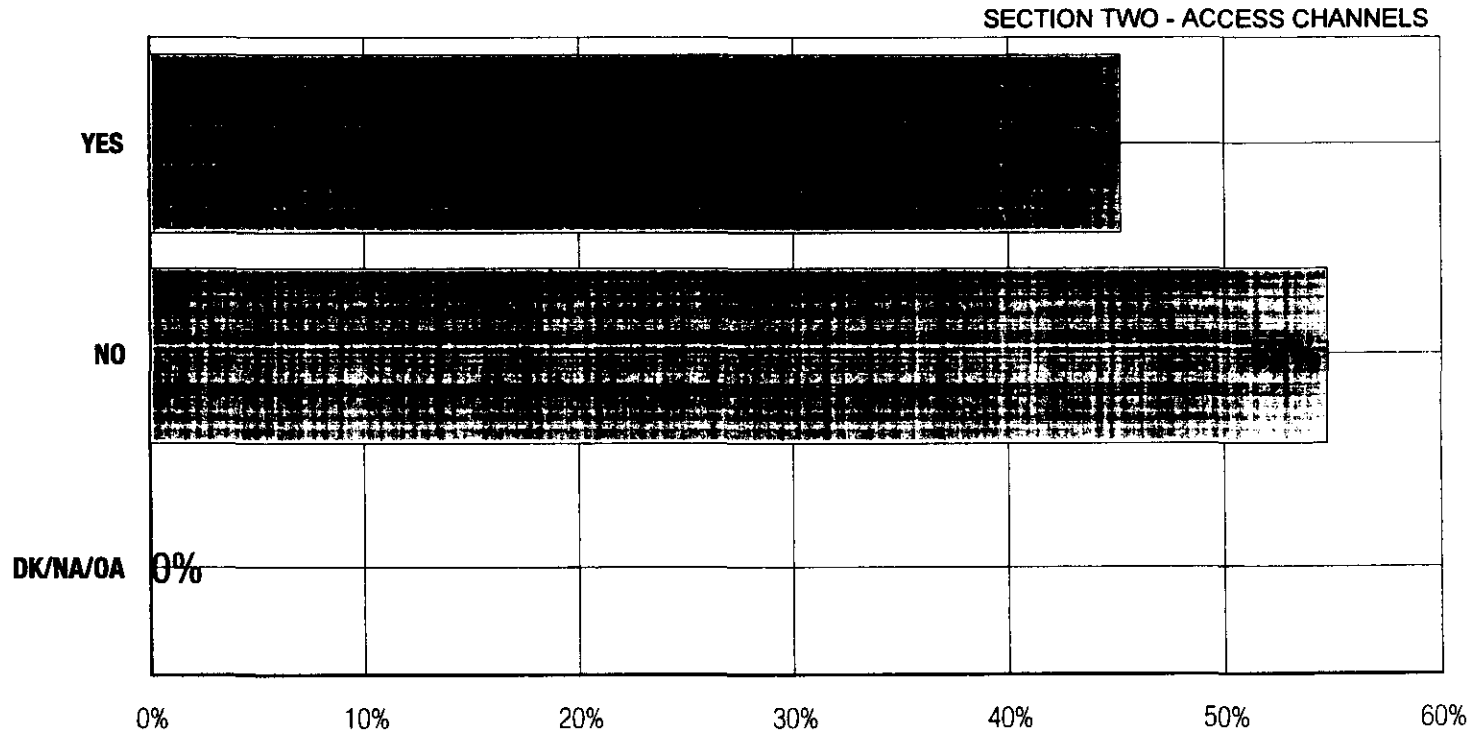
15

■ 2d).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

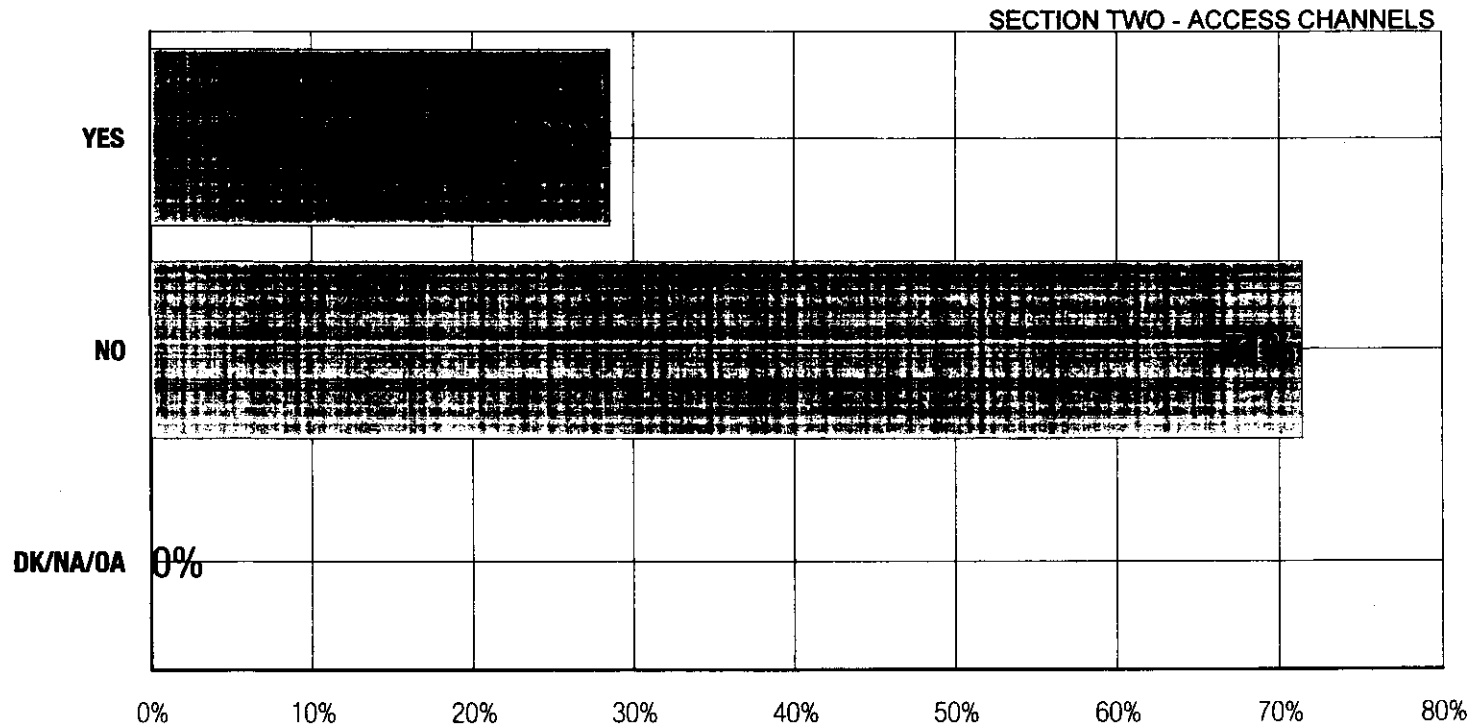


16

■ 2e).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched a Board of Architectural Review - Parker-Gray District meeting?

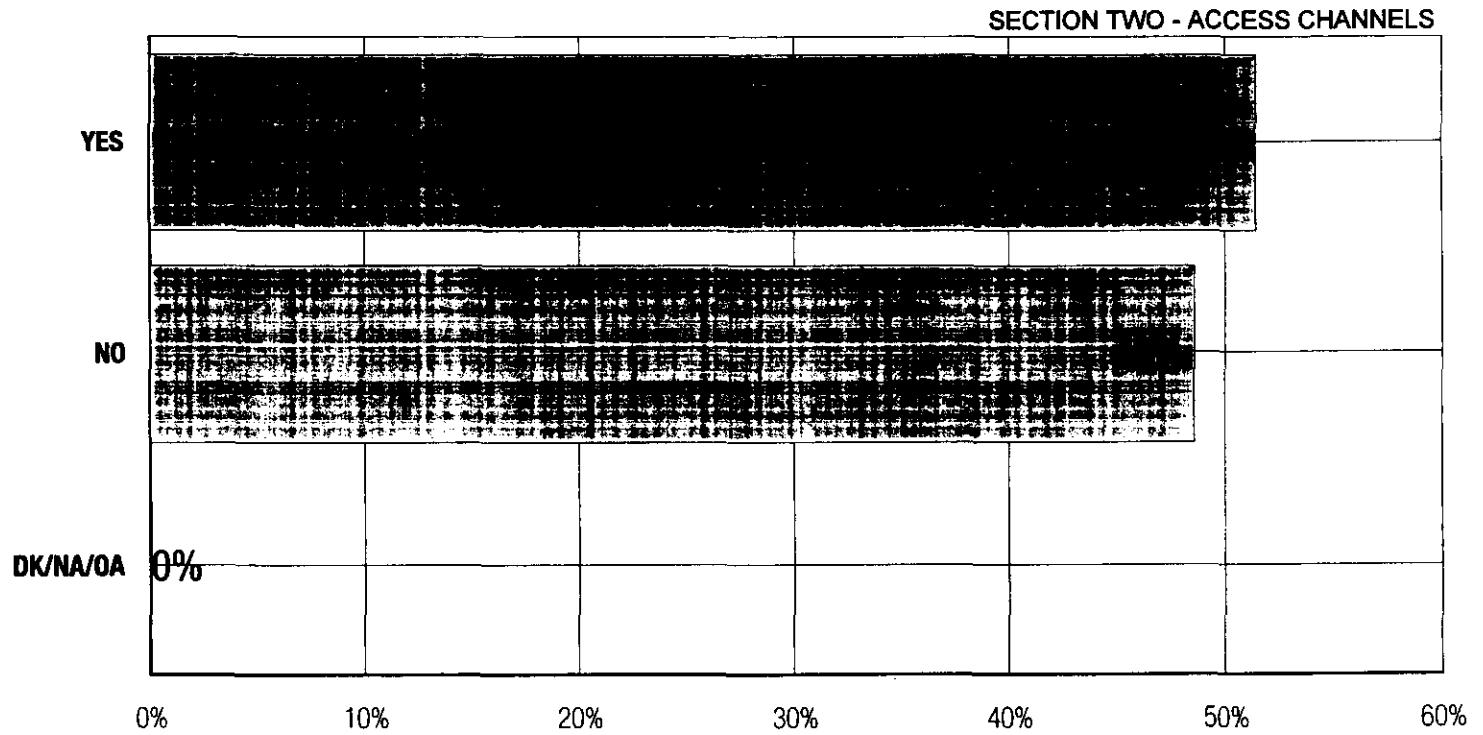


■ 2f.

17

2006 Comcast Cable Television Subscriber Survey - Alexandria Virginia

Have you ever watched a School Board meeting?

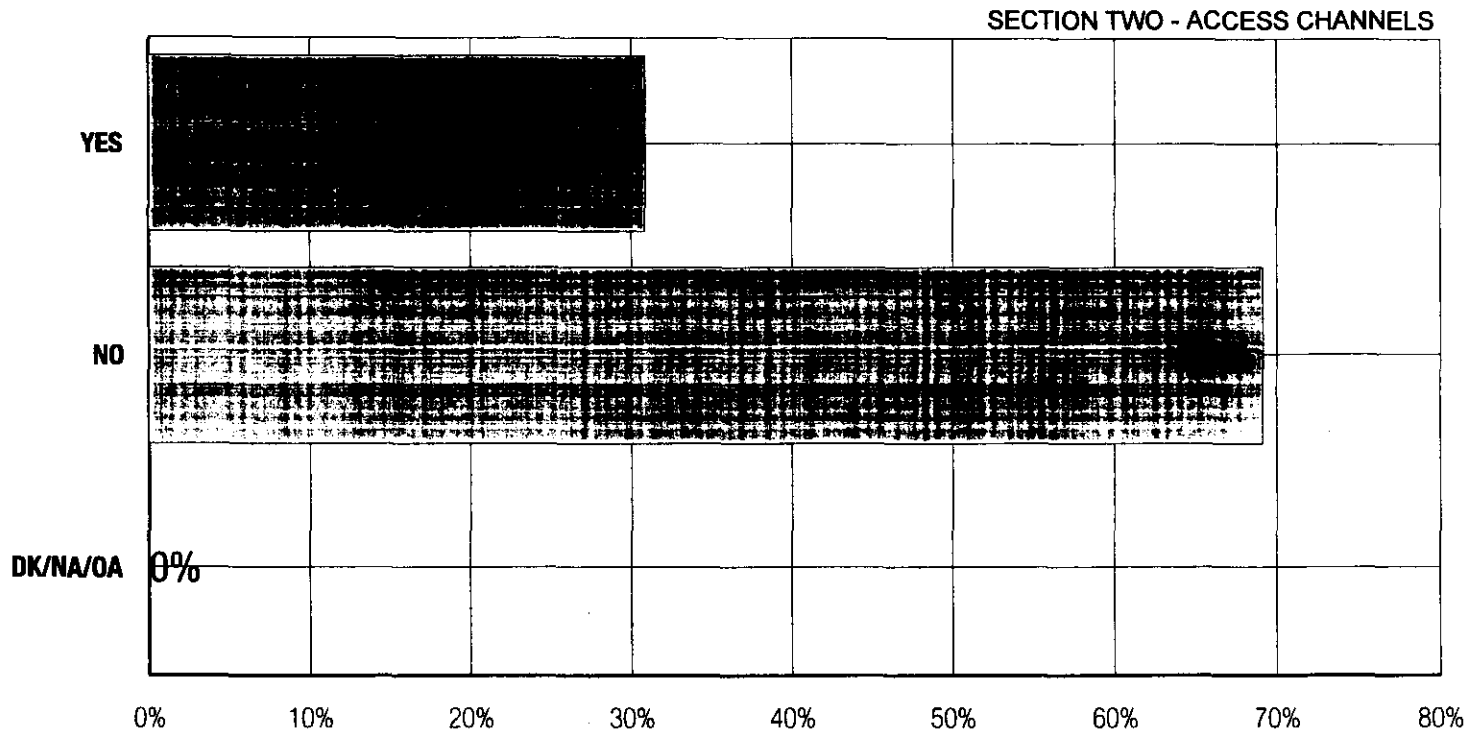


■ 2g).

87

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Would you be interested in specific programming that highlights City services, programs or projects?



■ 3).

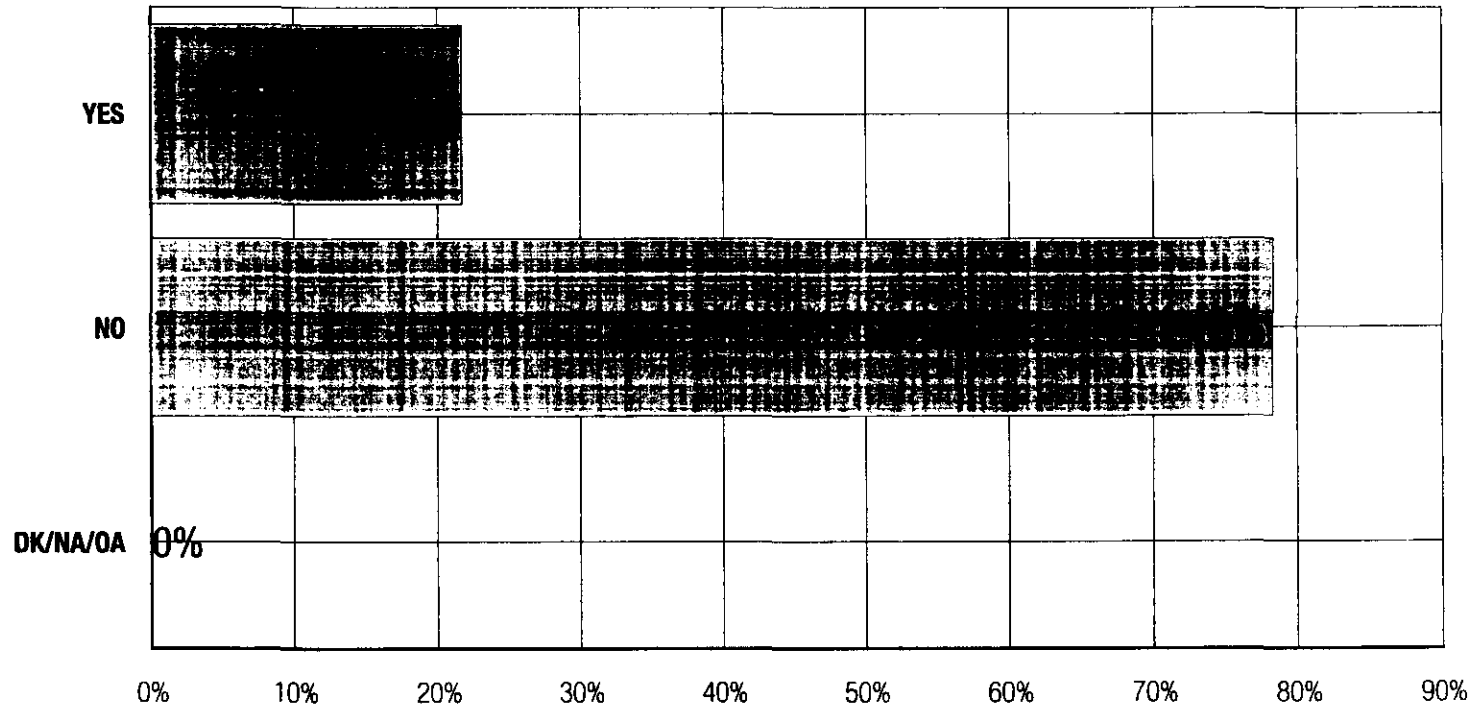
b1

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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 TV's is used by the Alexandria City Public School System.

Have you ever watched the telecourses sponsored by Northern Virginia Community College?

SECTION TWO - ACCESS CHANNELS



20

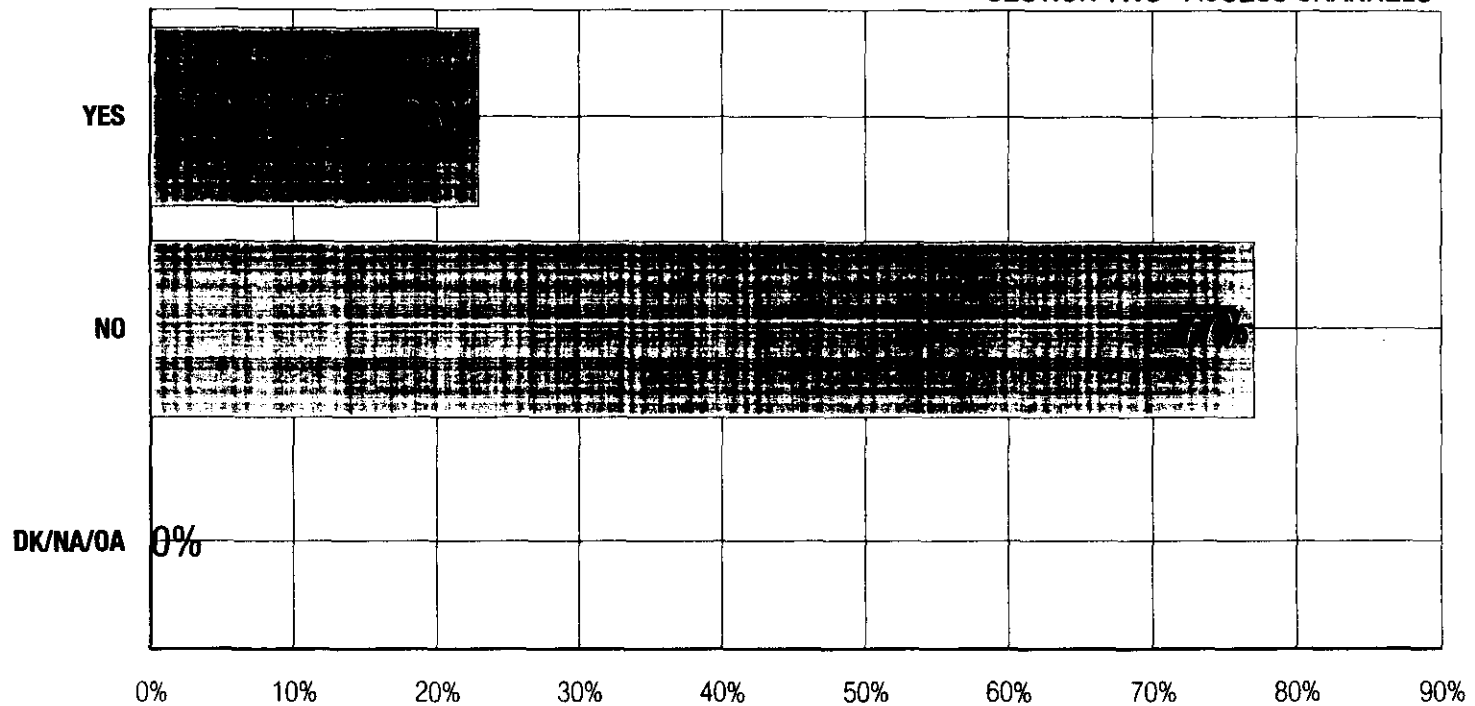
■ 4a).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever watched the telecourses sponsored by George Mason University?

SECTION TWO - ACCESS CHANNELS



22

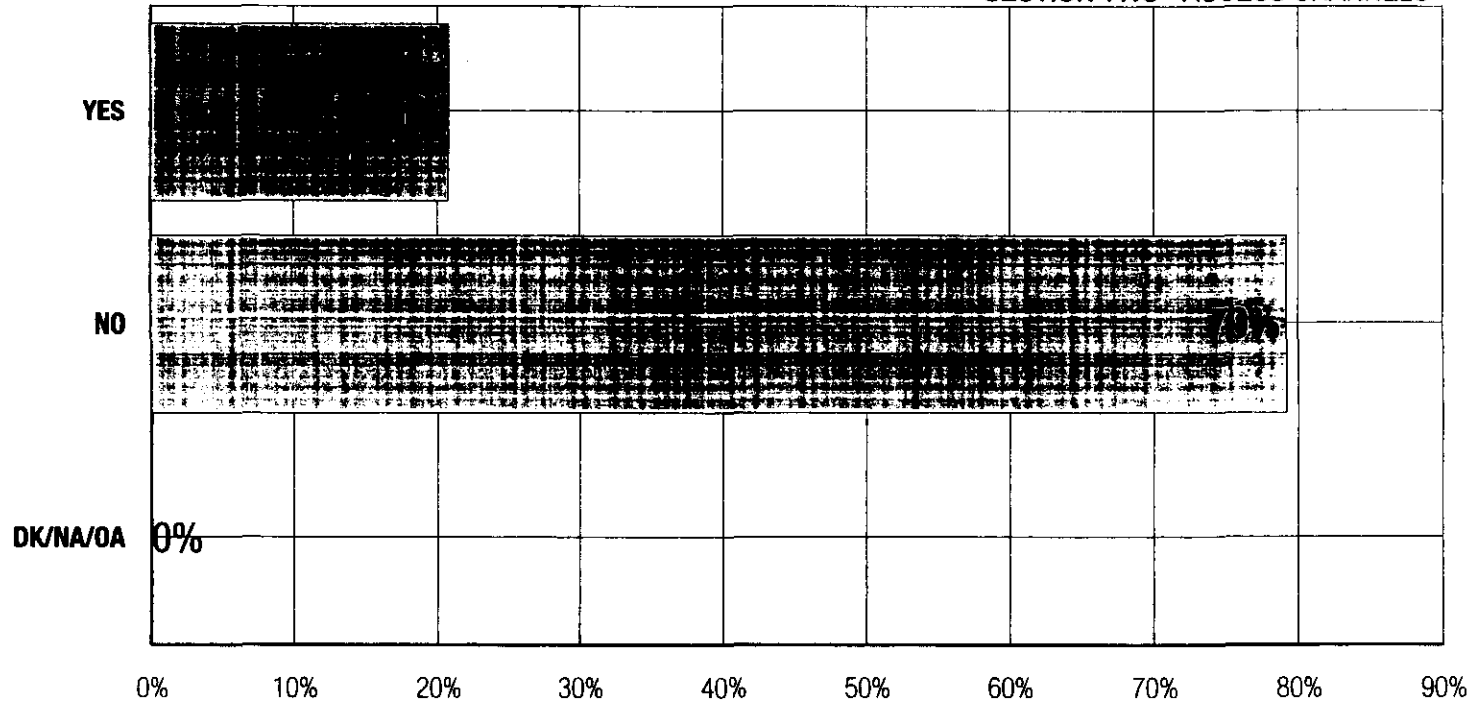
■ 4b).



2006 Comcast Cable Television Subscriber Survey - Alexandria Virginia

Have you ever watched any of the programming sponsored by the Alexandria City Public School?

SECTION TWO - ACCESS CHANNELS



23

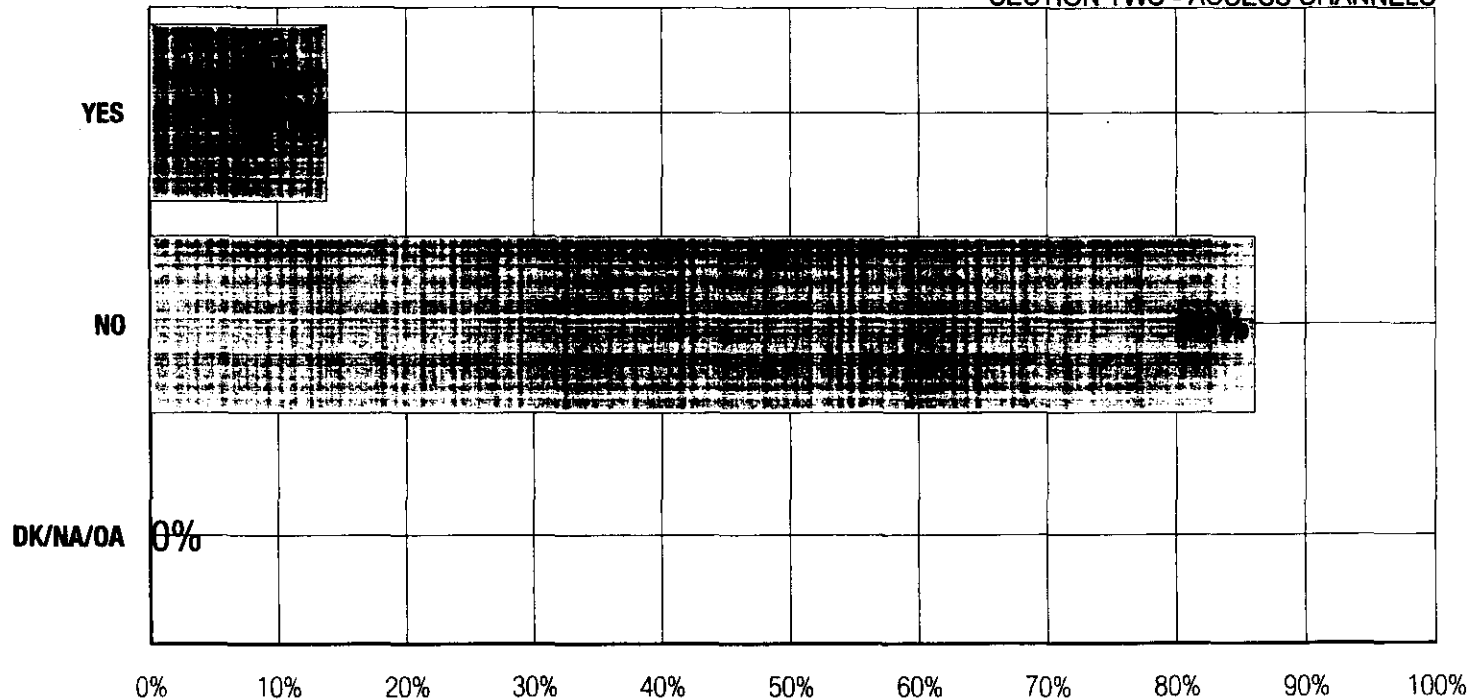
■ 4c).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Do you presently have children enrolled in the Alexandria Public School System?

SECTION TWO - ACCESS CHANNELS



24

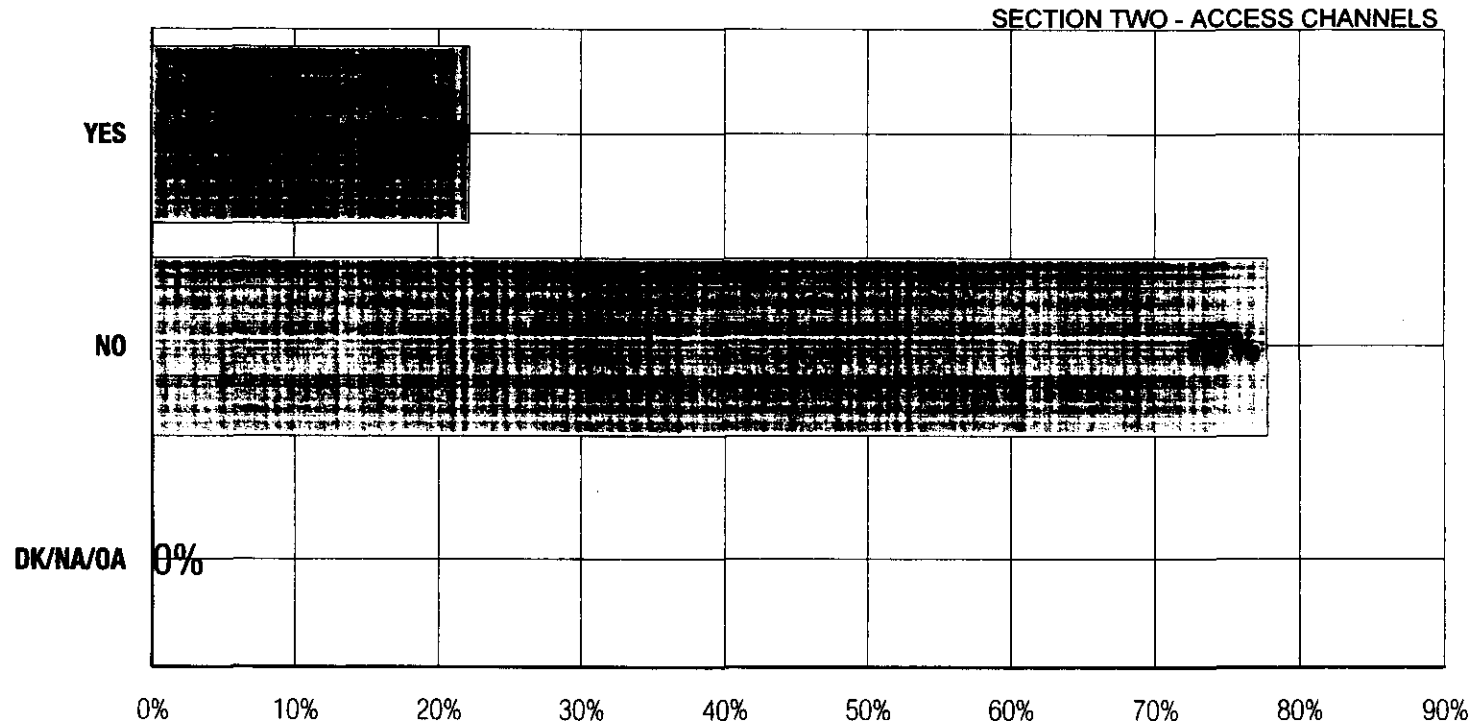
4d)



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

25

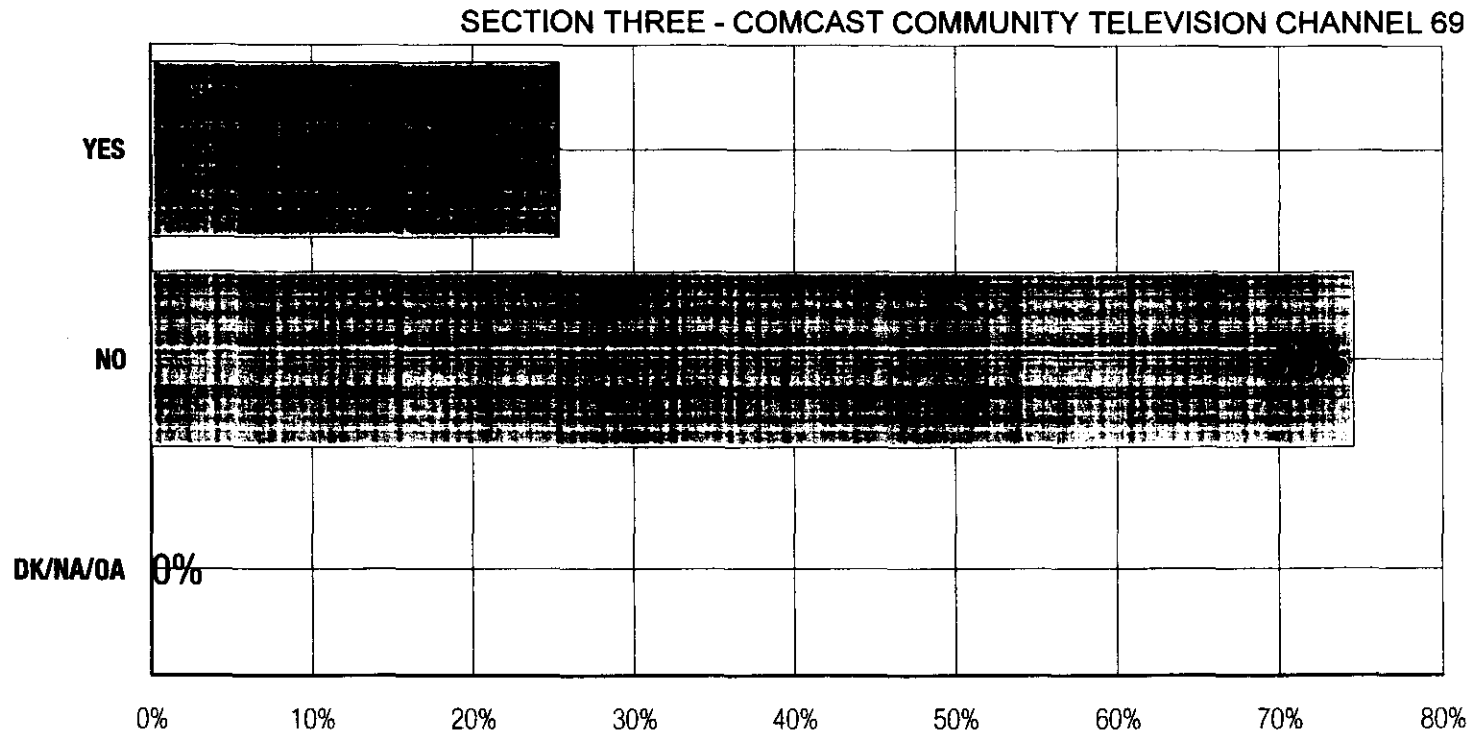


■ 4e).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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.

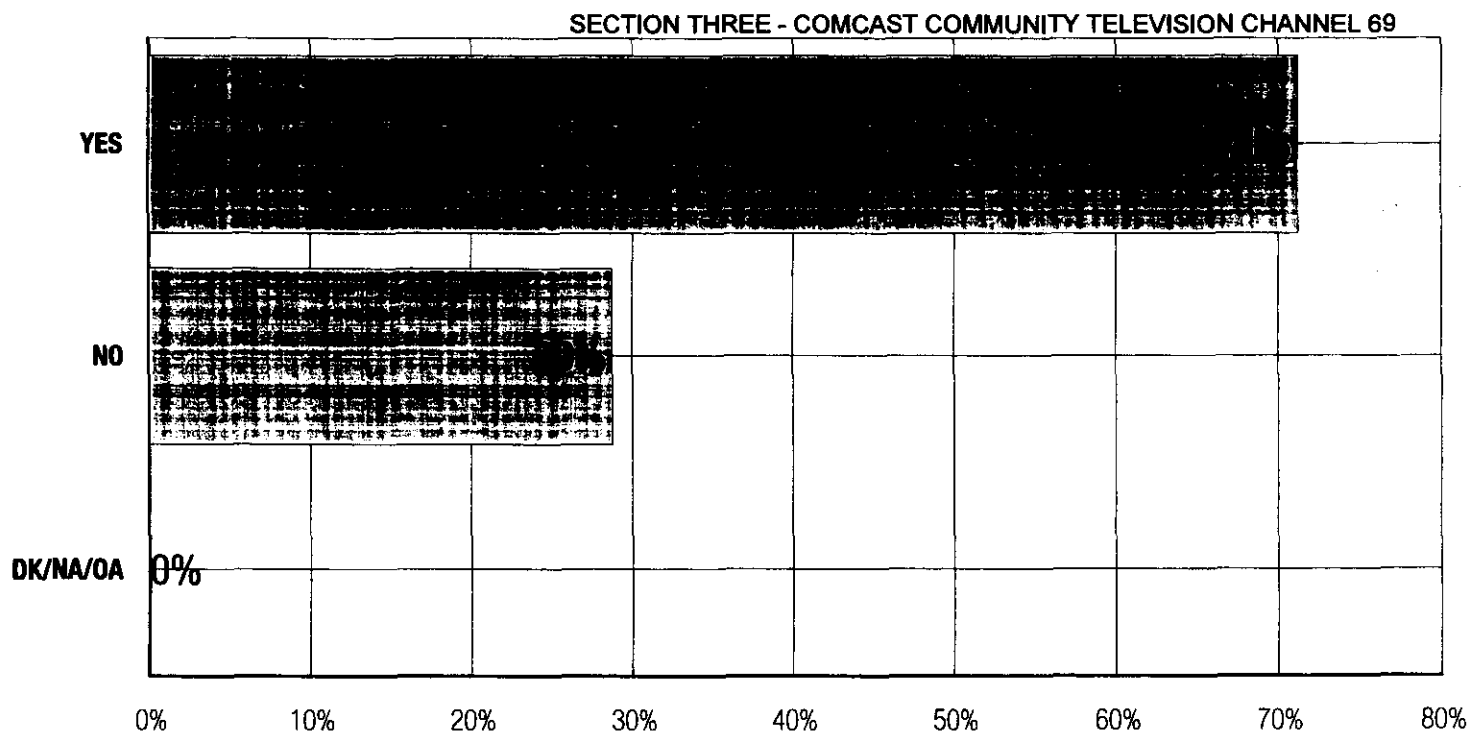
Have you ever watched the programming on Channel 69?



■ 1).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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



27

■ 2).

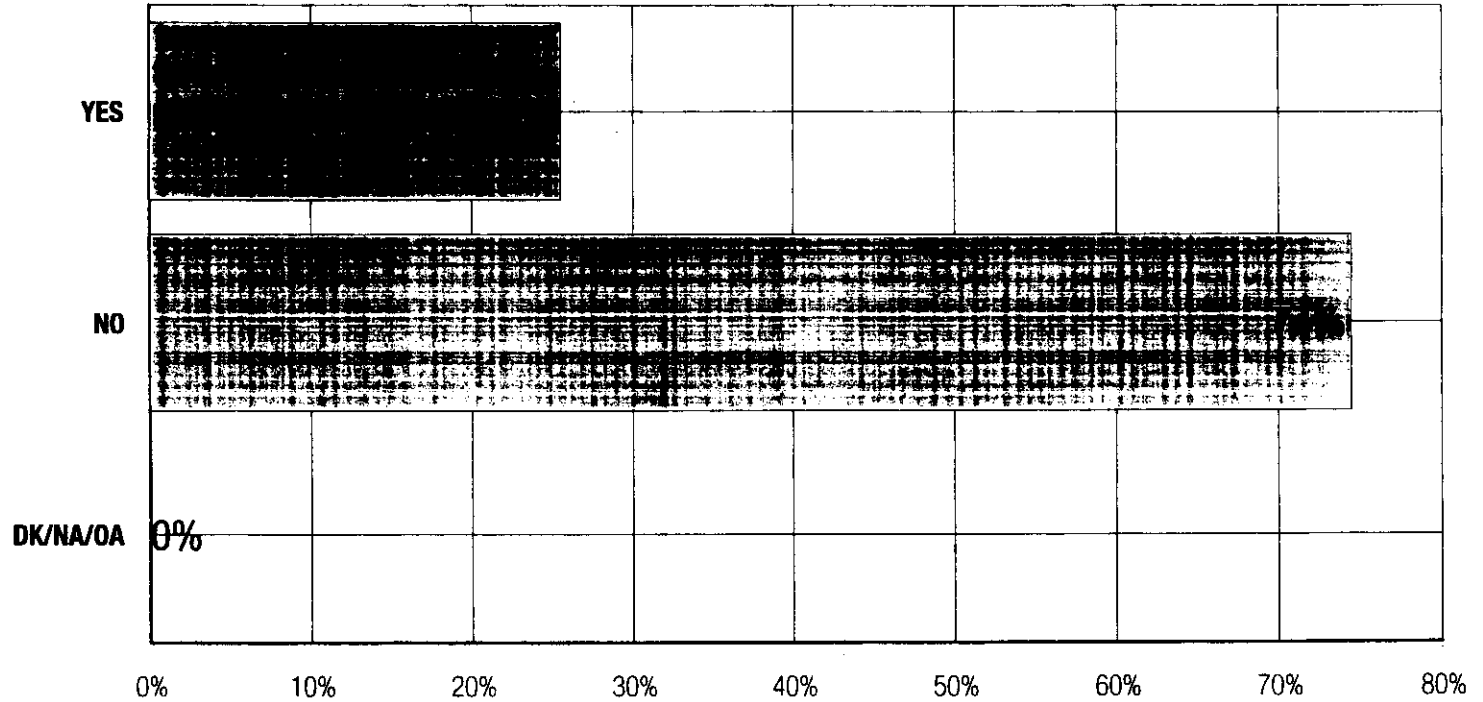


2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

Local high school sports?

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST



■ 3a).

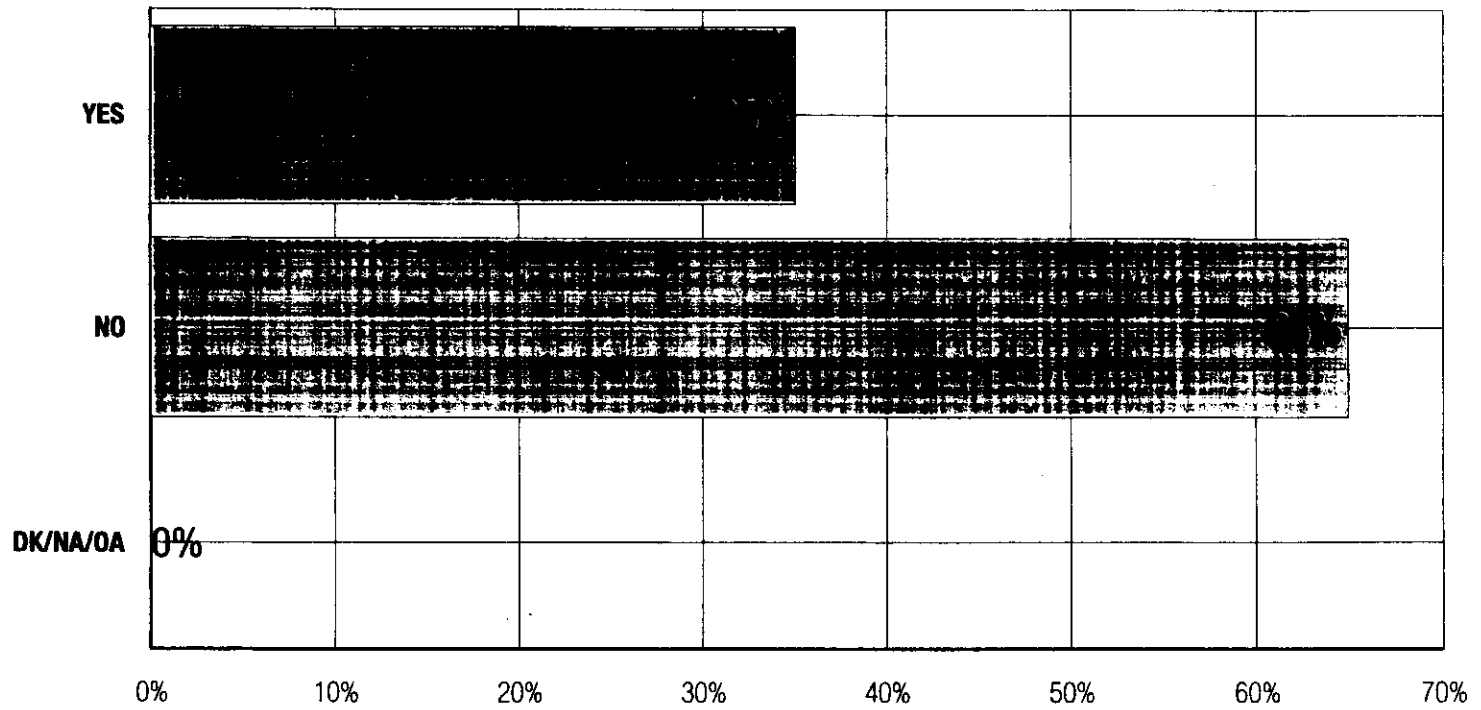
82



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Are you interested in any of the following categories of programming that are currently shown on Channel 69...
Civic/Informational Shows?

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST



29

■ 3b).

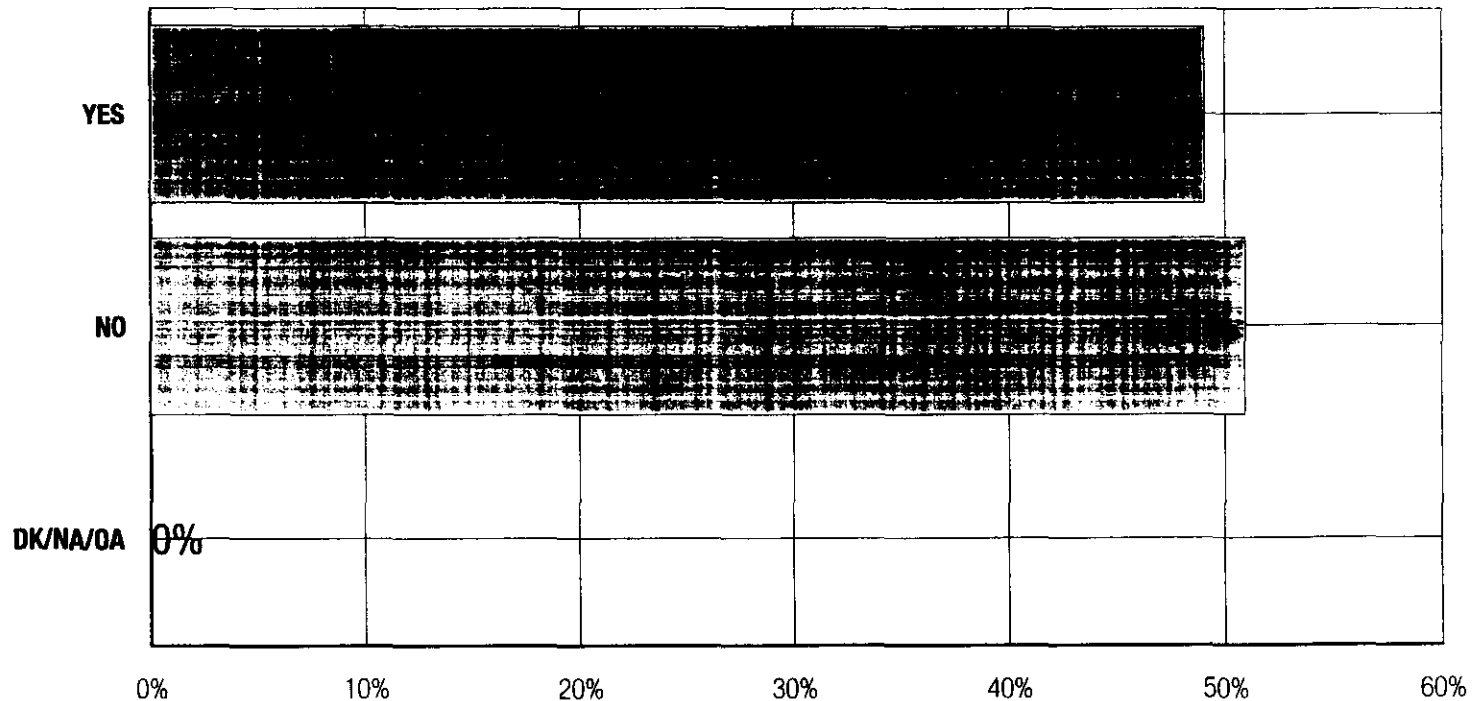


2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

Entertainment Shows?

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST



30

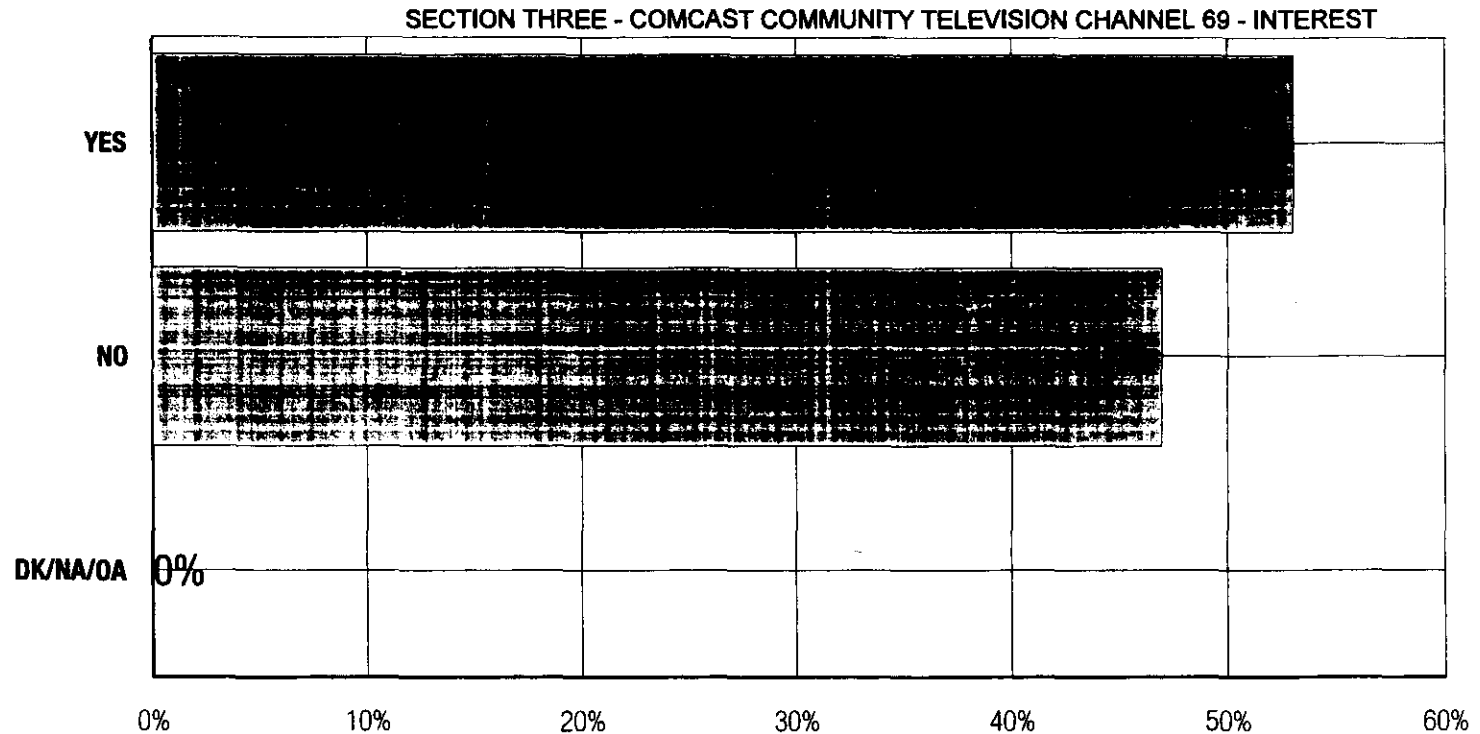
■ 3c).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

Current Local Events?

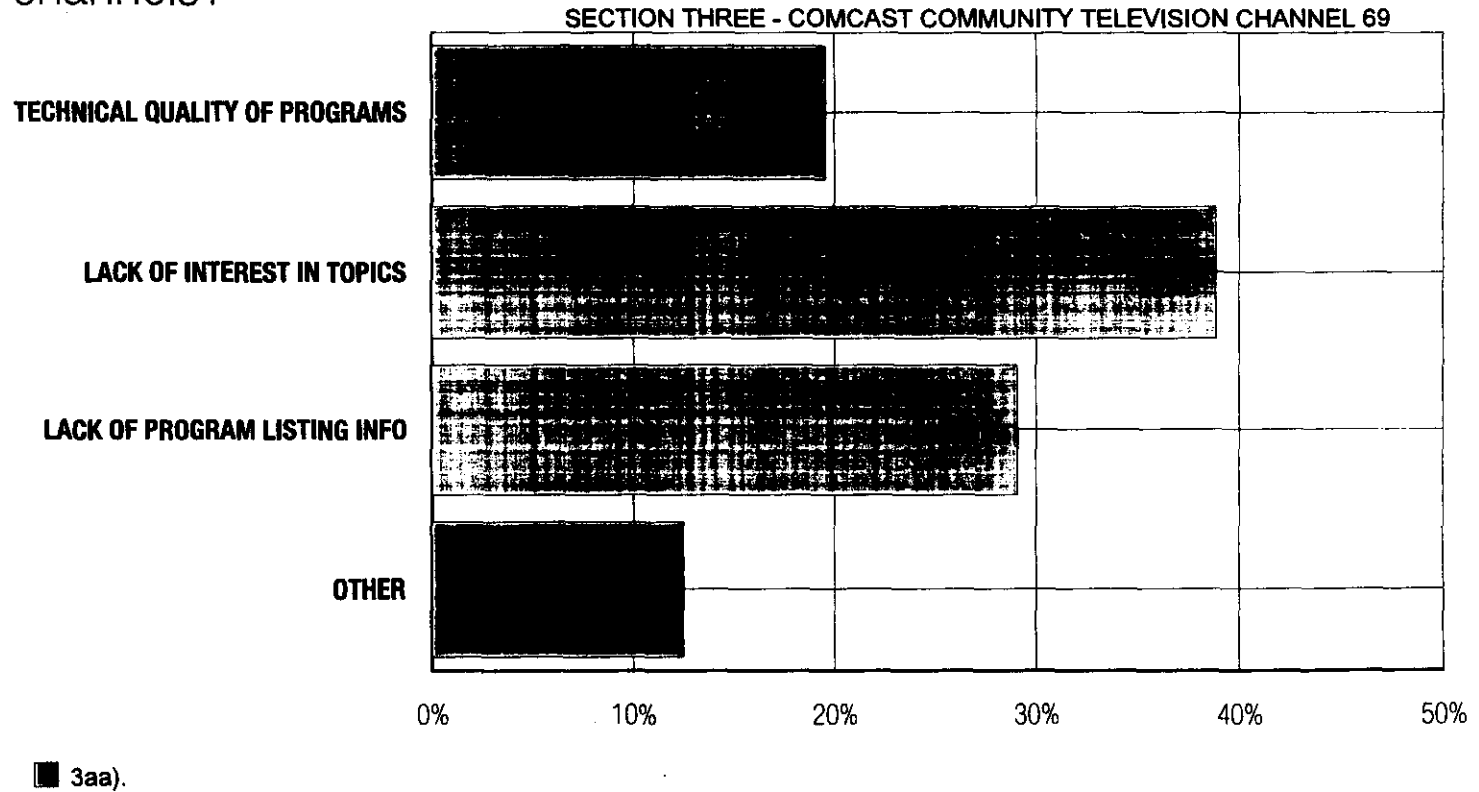


■ 3d).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

What are the biggest obstacles to your watching more programs on the PEG channels?

3a



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

What are the biggest obstacles to your watching more programs on the PEG channels? 'Other' answers...

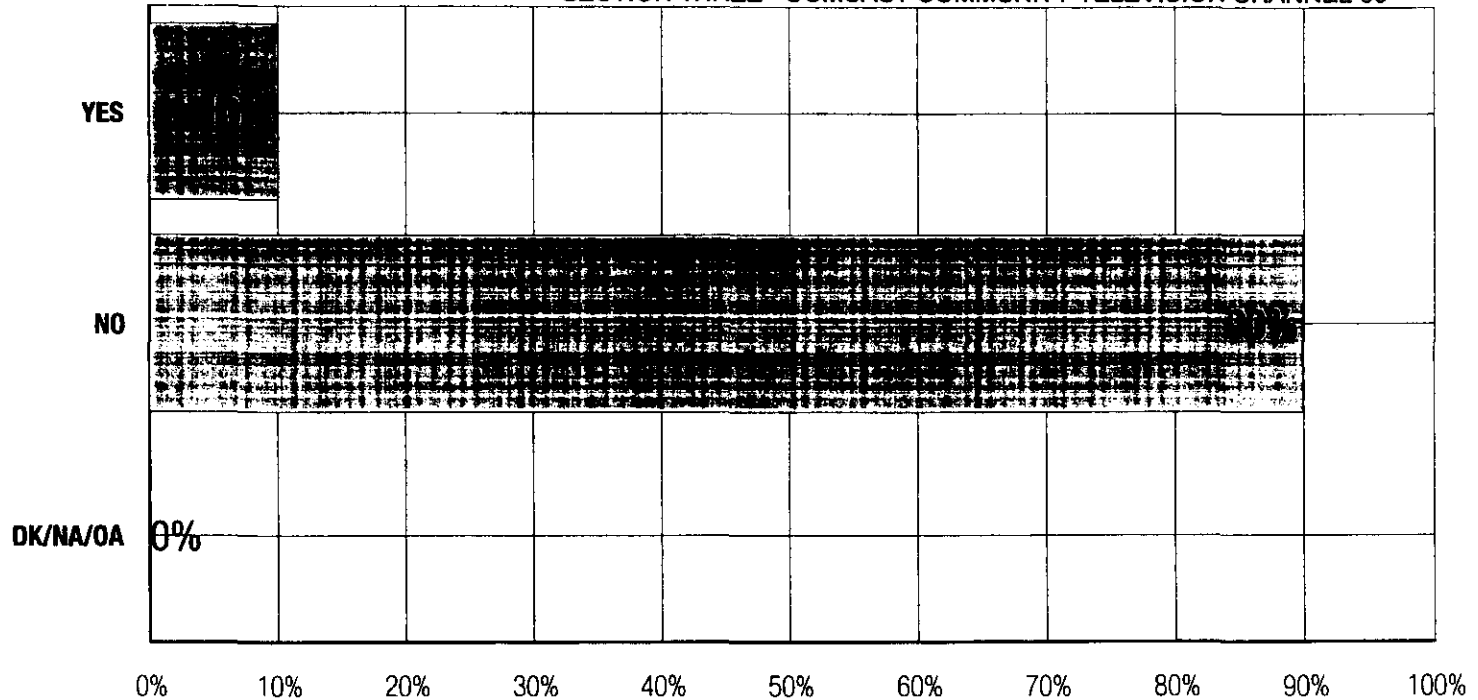
33

<i>Reason</i>	<i>Answers</i>
Lack of time	17
Lack of info on channel	5
Lack of interest	7
Not aware of location	2
Doesn't watch much TV	4

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever considered producing a show on the Community Channel?

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

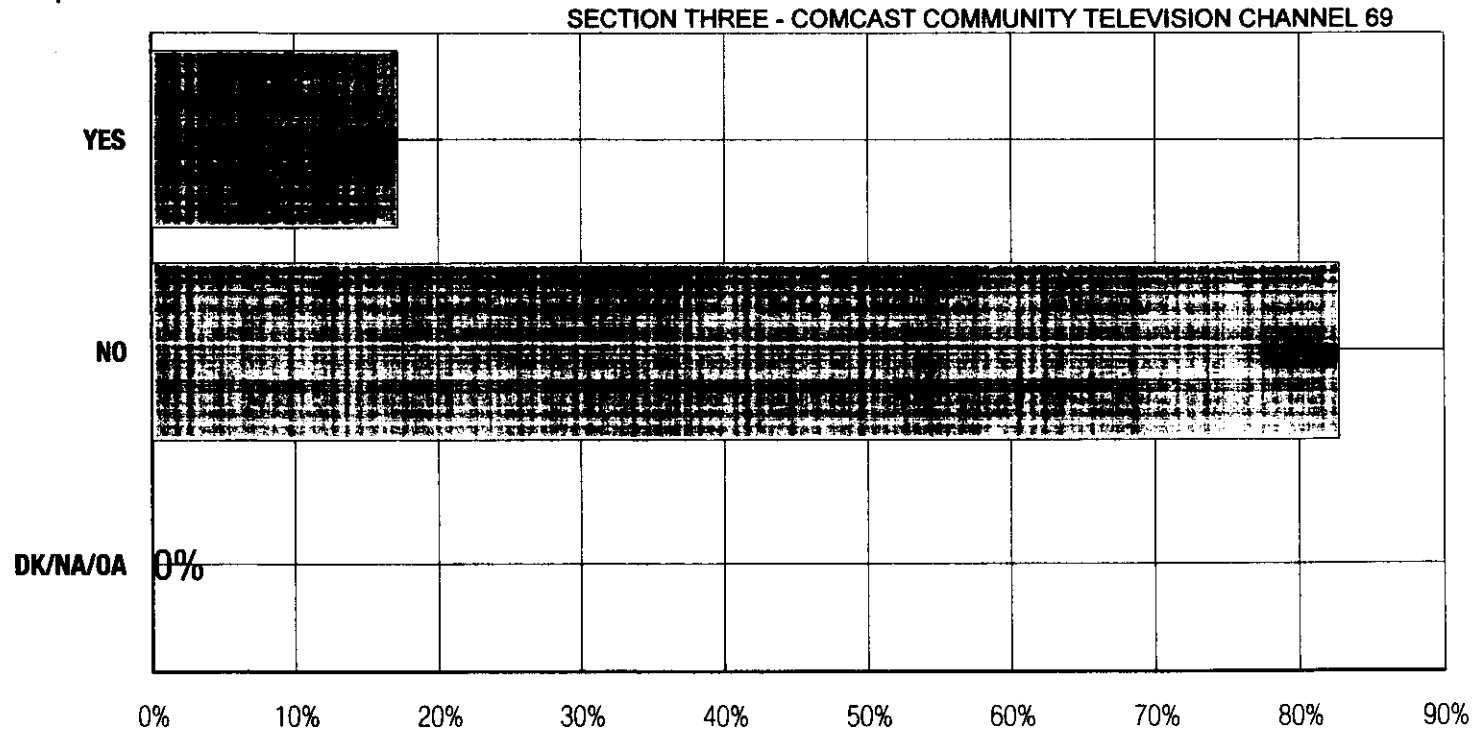


34

■ 3bb).

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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



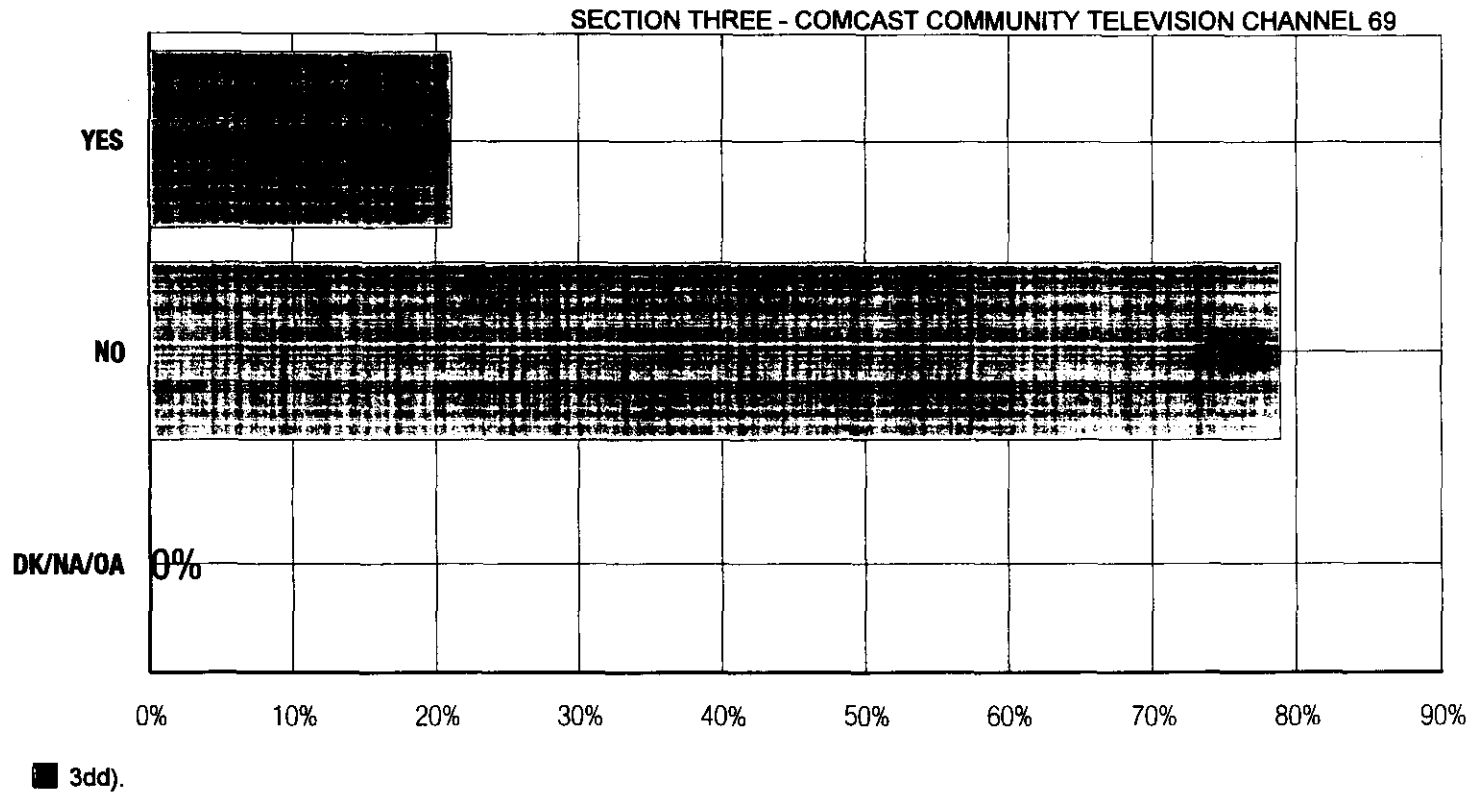
■ 3cc).

35



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Would you be interested in taking such a class?

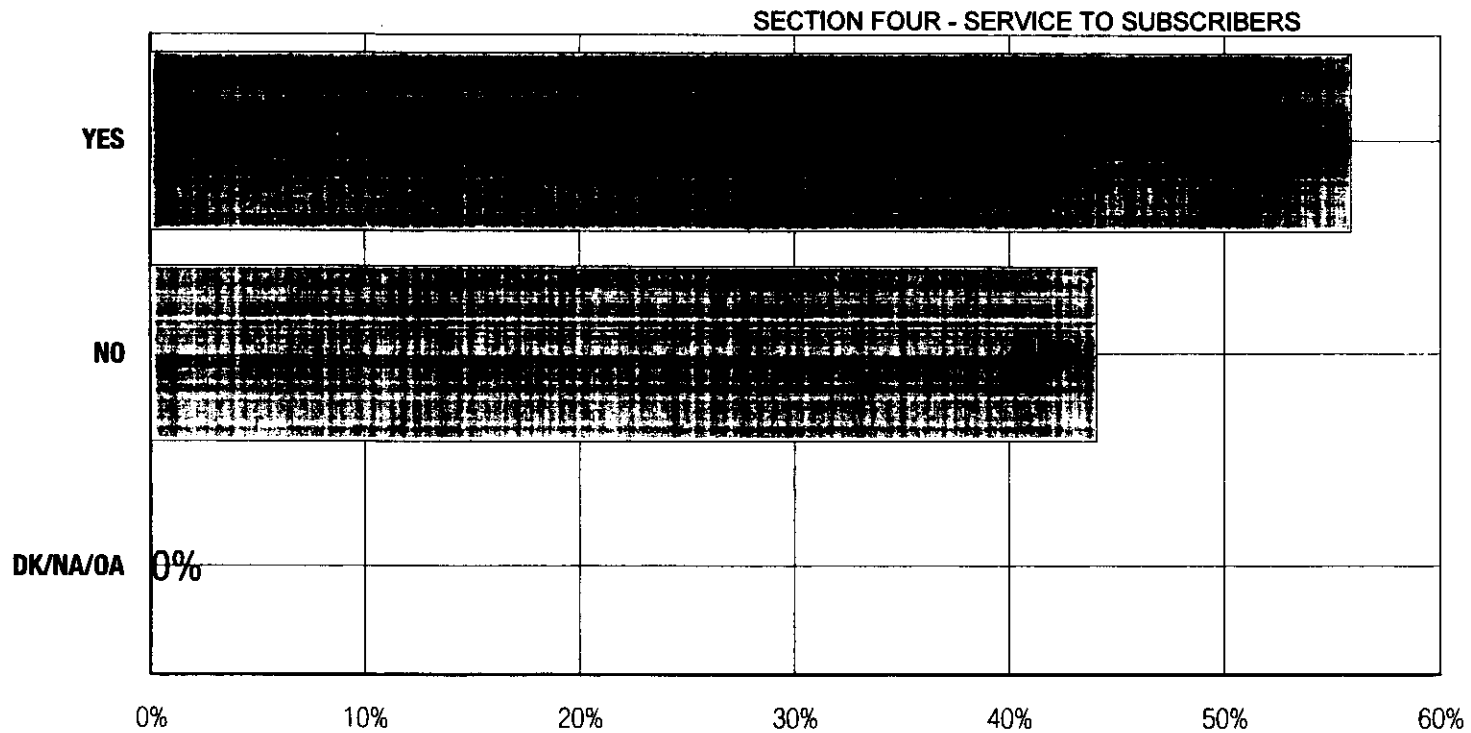


36

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

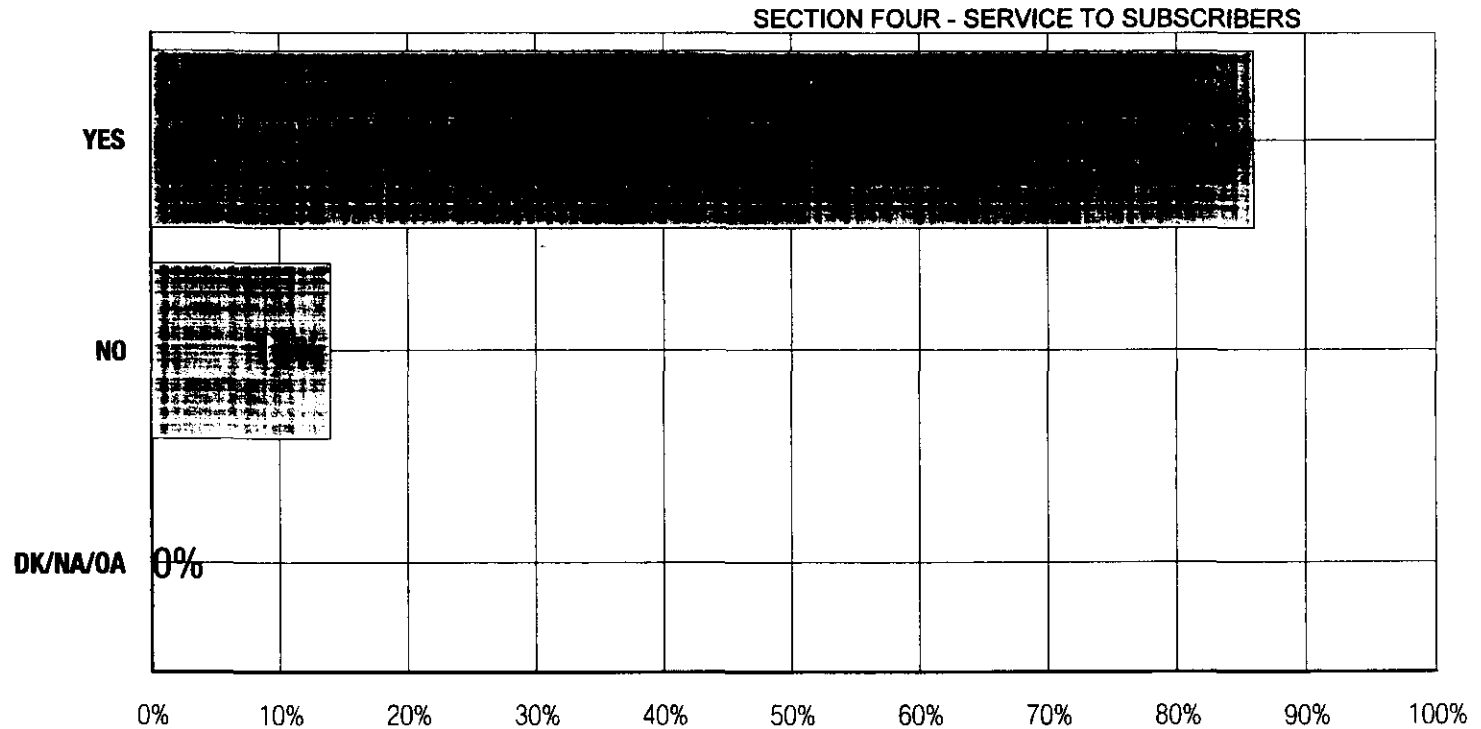
37



■ 1).

2006 Comcast Cable Television Subscriber Survey - Alexandria Virginia

Was your call answered within a reasonable period of time?

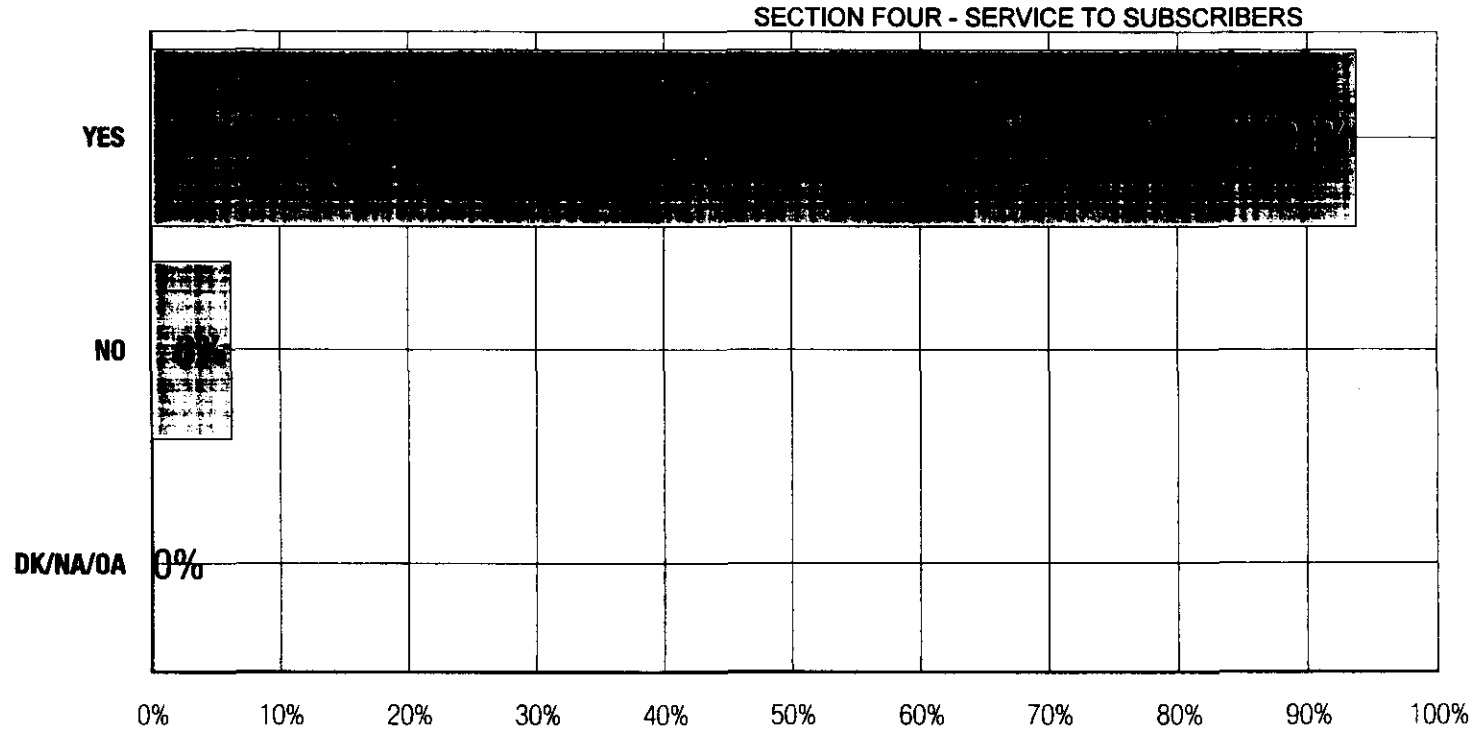


■ 1a).

38

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Was the person with whom you spoke courteous?

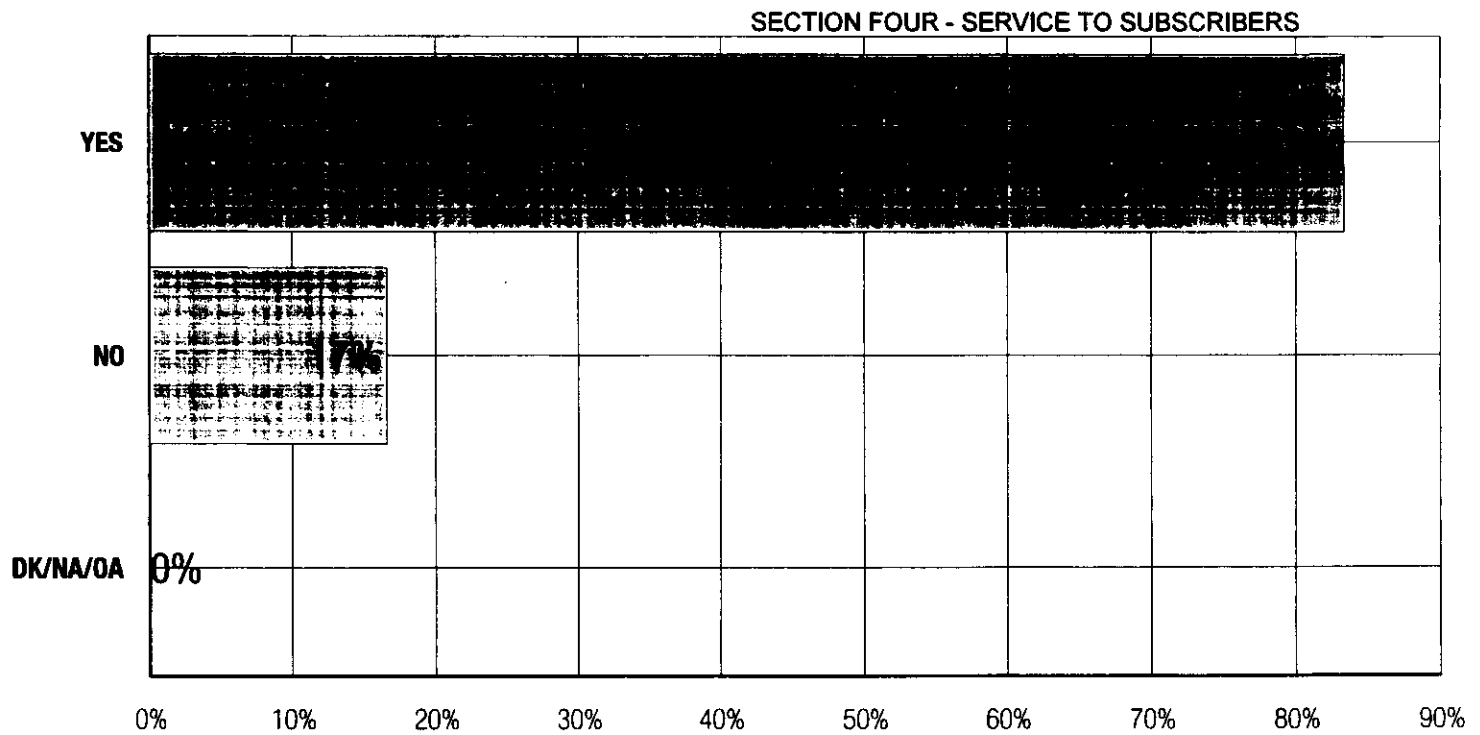


■ 1b).

39

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Was your question or problem resolved?

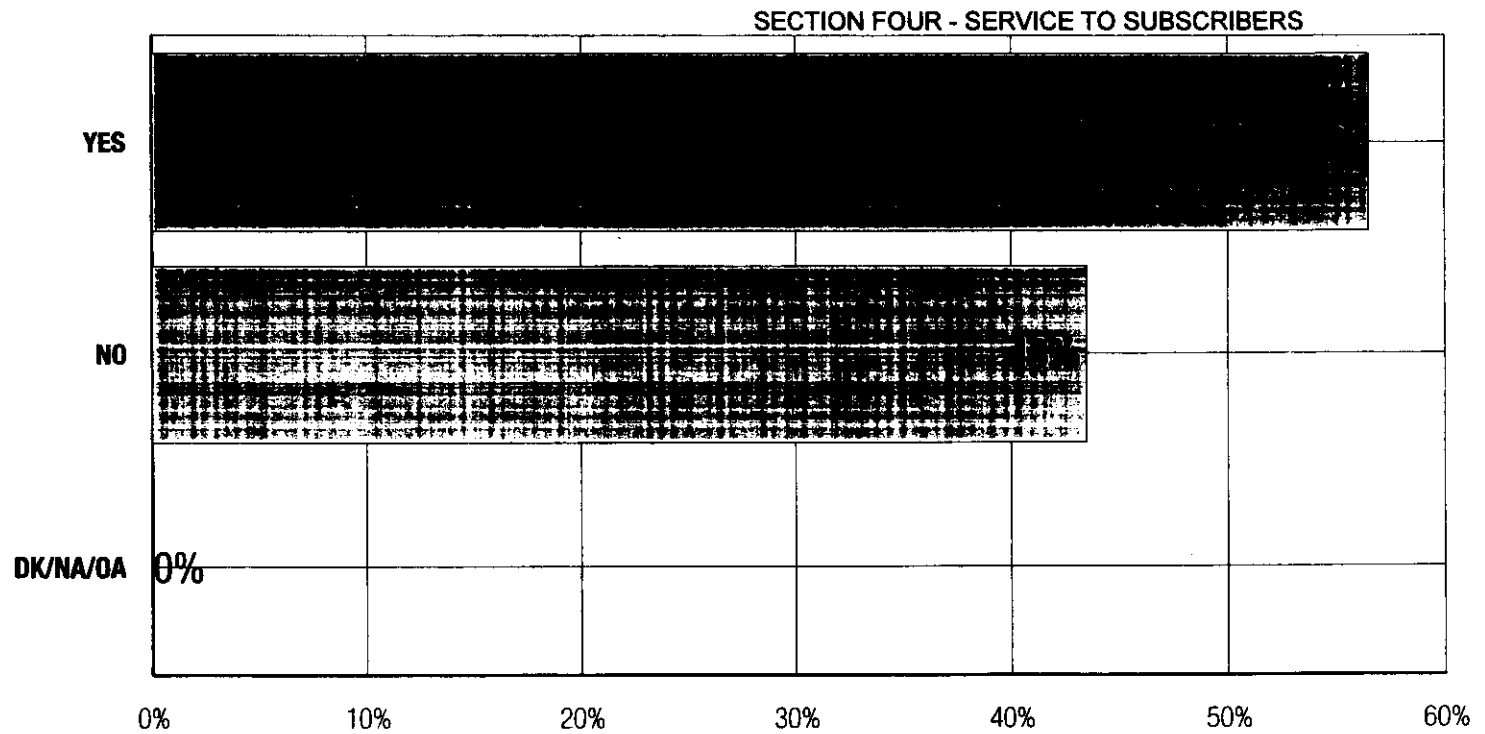


■ 1c.

46

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Have you ever visited the local Comcast Office?



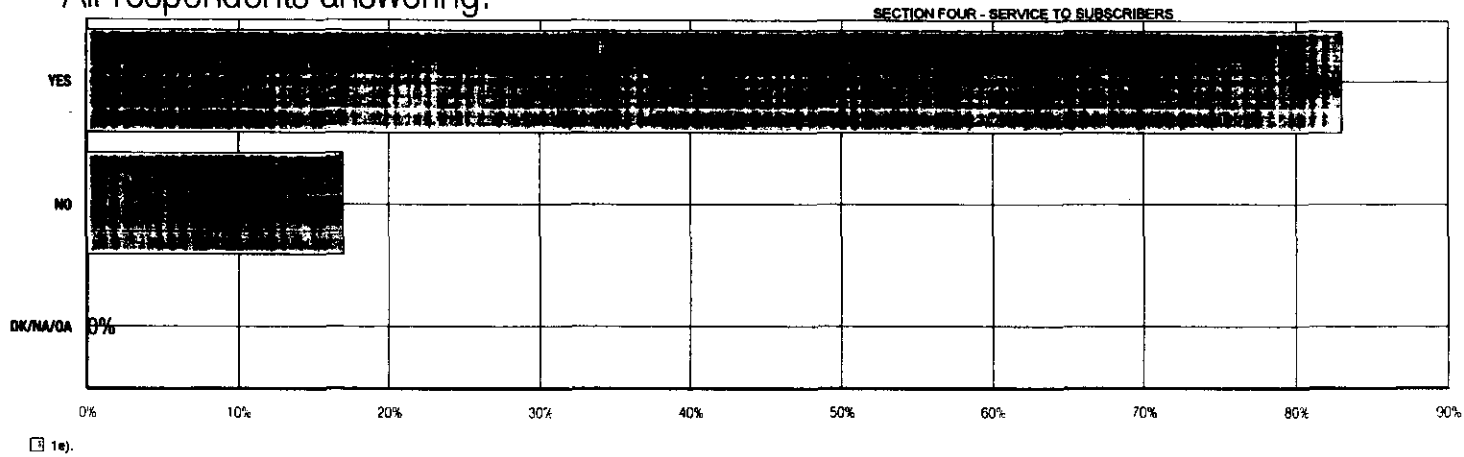
1d).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

Were you satisfied with the quality of service you received?

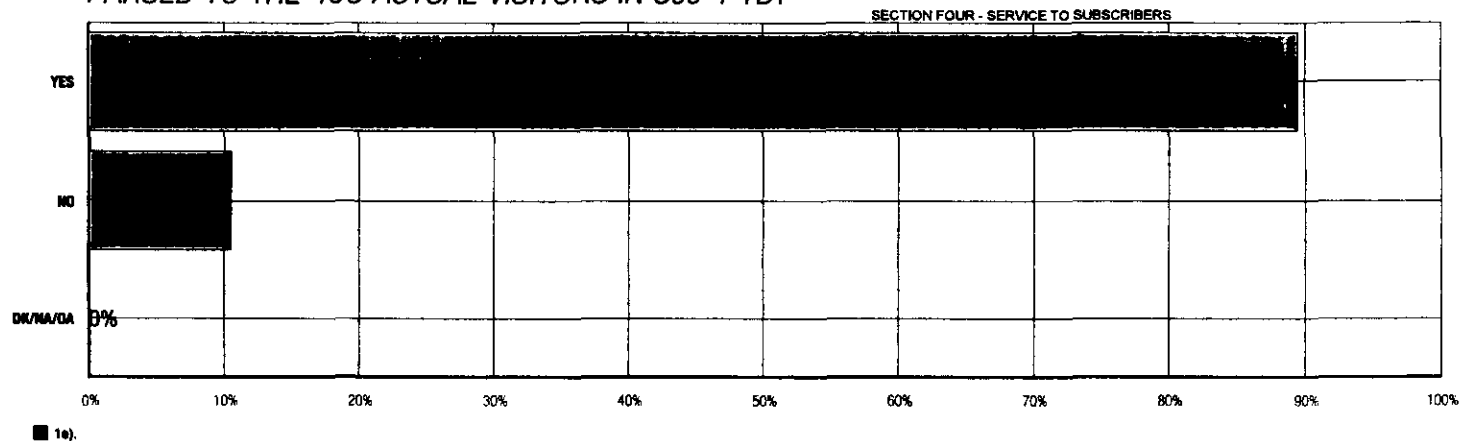
*All respondents answering.



42

Were you satisfied with the quality of service you received?

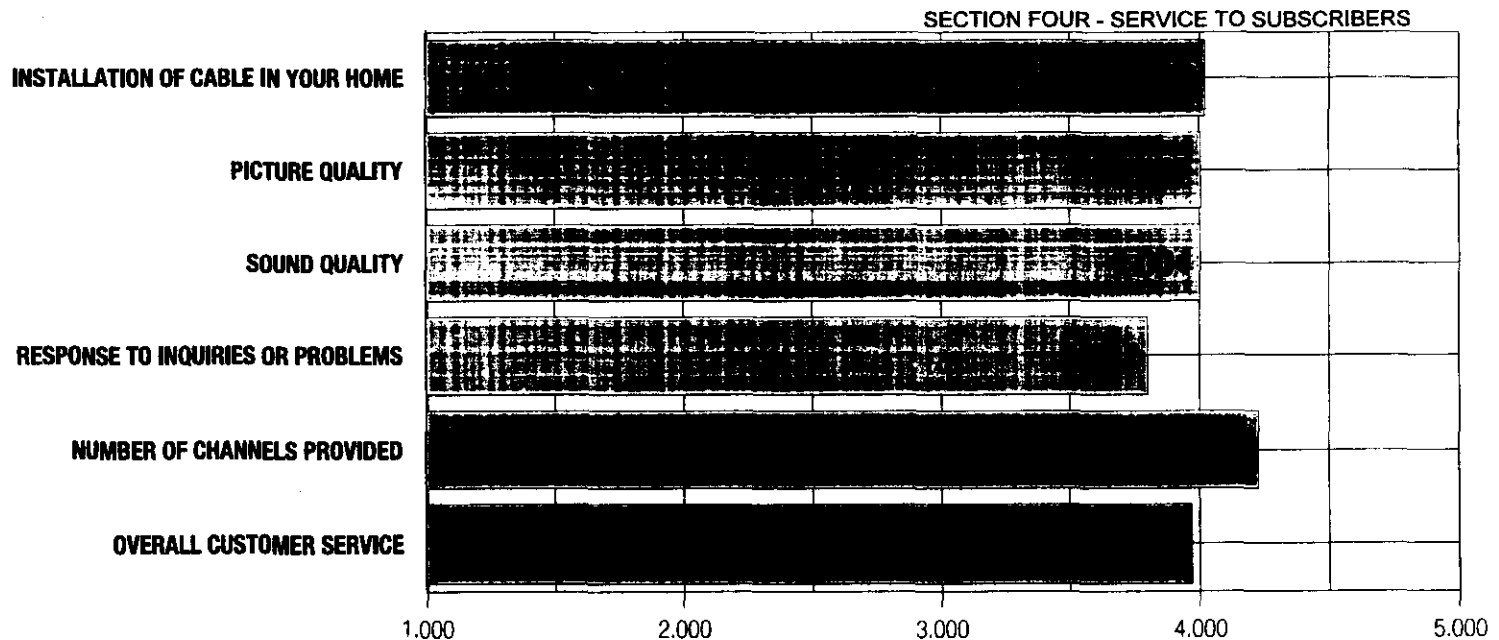
*PARSED TO THE 495 ACTUAL VISITORS IN Sec 4 1D.



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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.

43

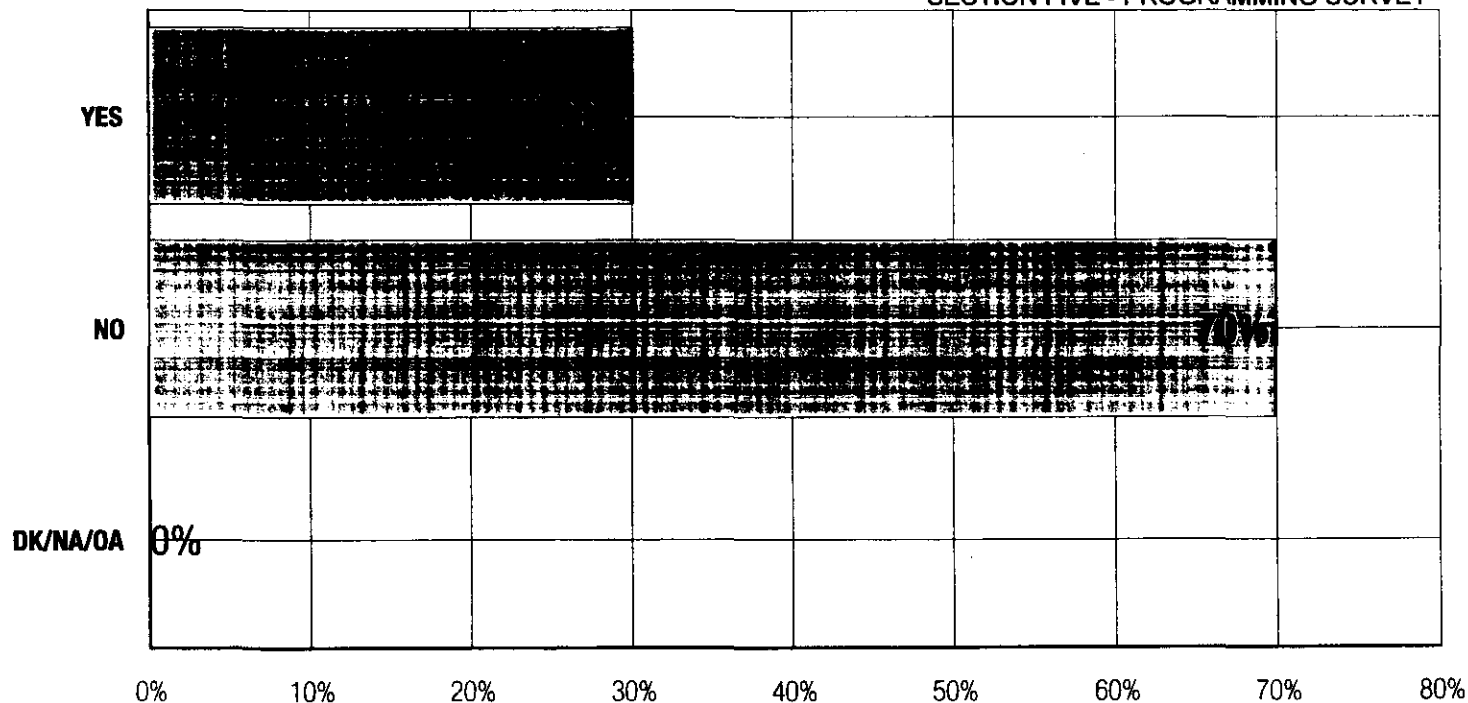


■ 2).

2006 Comcast Cable Television Subscriber Survey - Alexandria Virginia

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

SECTION FIVE - PROGRAMMING SURVEY



■ 1a).

hh

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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

54

Channel	Answers
Oxygen	21
HD more channels	13
Movie more channels	13
National Games	10
Sports more channels	10
Discovery More channels	8
National Geographic	8
HBO	7
History more channels	7
BBC	6
NFL channel	6
Boomerang	5
International (more channels)	5
BBC News 24	4
Disney	4
ESPN Classics	4
ESPN U	4
Indian more channels	4
Music more channels	4
Soapnet	4
Biography channel	3
Classical Music	3

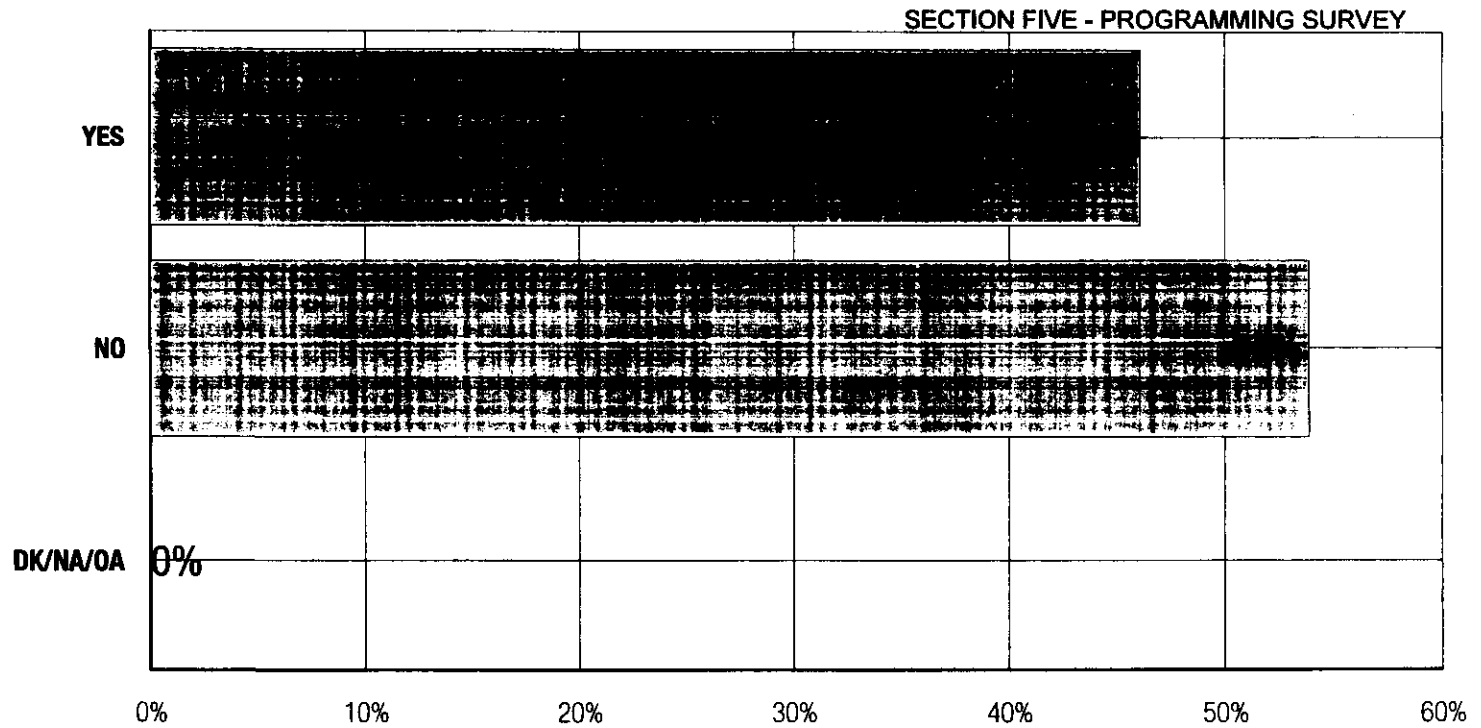
Channel	Answers
Fox Sports	3
MASN	3
MHZ/CHANNEL 25	3
Pentagon	3
Science Channel	3
Starz	3
Sundance	3
Travel channels	3
WE	3
Arabic channels	2
Children's Educational	2
CNN	2
Computer channel	2
Football more channels	2
HGTV	2
Learning channel	2
Lifetime	2
NBA channel	2
Showtime	2
Spanish more stations	2
WETA	2

Channel	Answers
ABC Family	1
African News	1
Anamation	1
Boating	1
Bravo	1
College Football	1
College Hockey	1
Classical Showplace	1
Craft channels	1
Do it yourself TV	1
Elderly Programs	1
ESPN News	1
EWTN	1
Fine Living	1
Fitness TV	1
Food Network	1
Fox movie channel	1
Fox news	1
Fox Soccer	1
FUSE	1
German channels	1
Hallmark	1

Channel	Answers
Horse Racing	1
INHD shown in Philly	1
Independent Film channels	1
KBYU	1
Kung Fu	1
Language Tutorials	1
NASA	1
News more channels	1
Phillipino programs	1
Religious channels	1
Russian programs	1
SETAMTA	1
Solar channel	1
Spanish Peru	1
SPEED channel	1
TBS	1
Teen more programs	1
Tivo	1
TNC	1
TNT	1
Turner Classic Moves	1
Vietnamese channel	1

2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

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



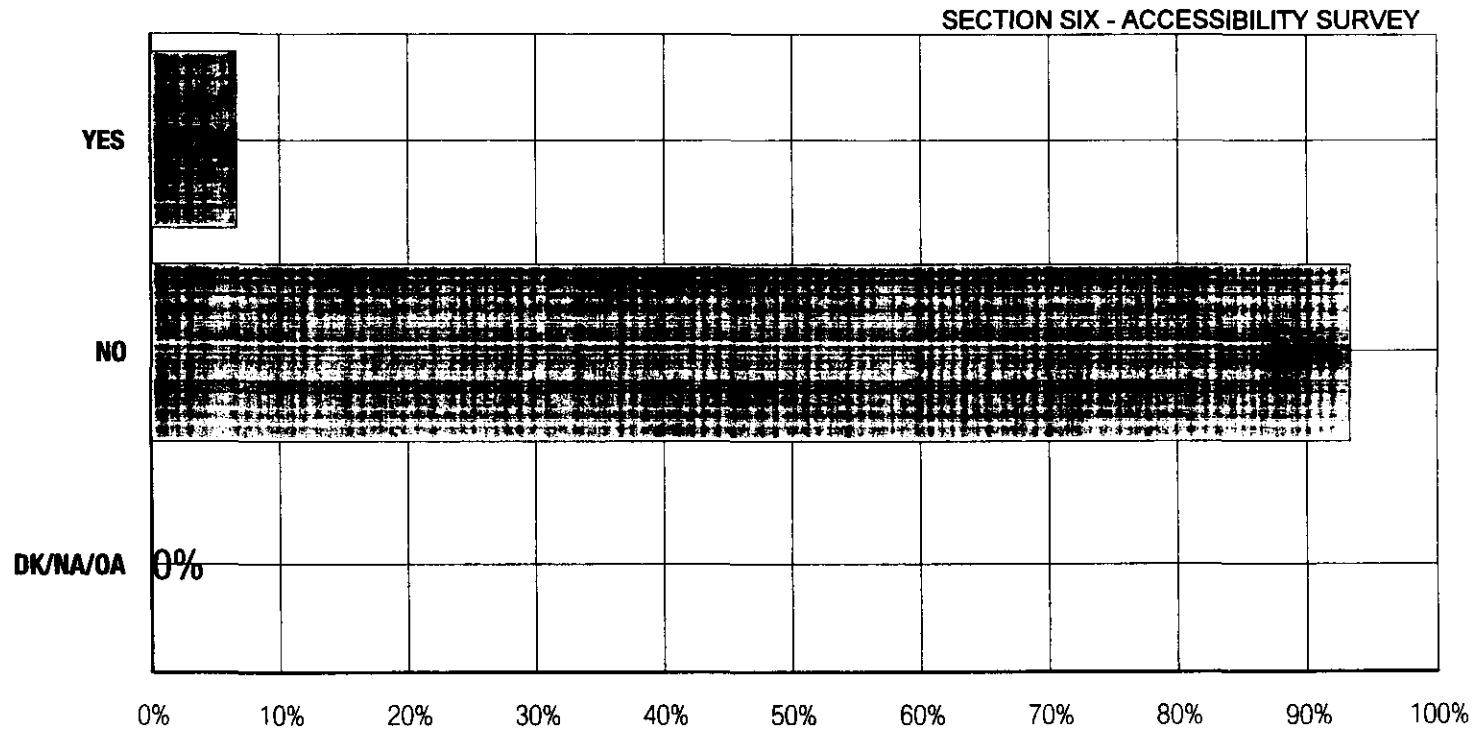
46

■ 1c).



2006 Comcast Cable Television Subscriber Survey - Alexandria, Virginia

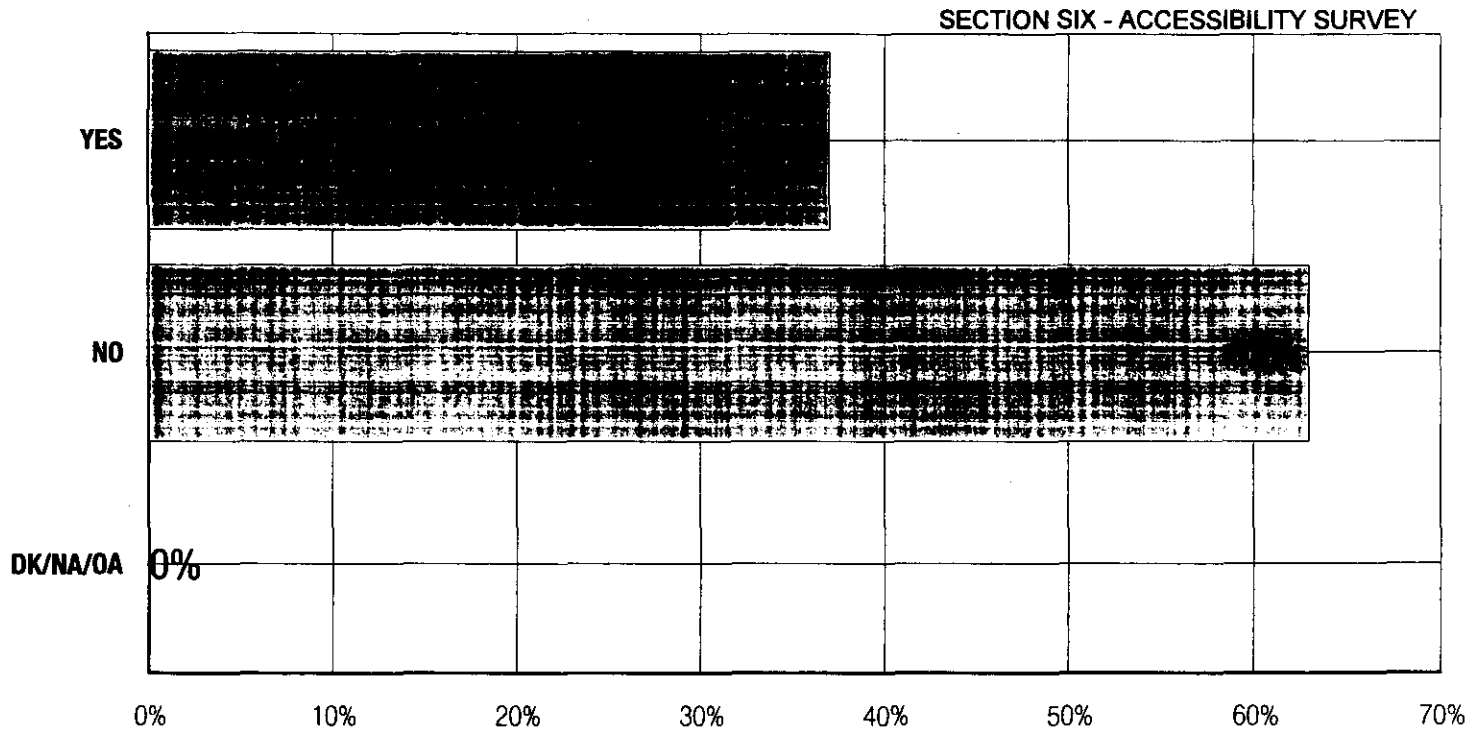
Are there any persons in your household with hearing or vision disabilities which interferes with their enjoyment of cable TV?



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2006 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?

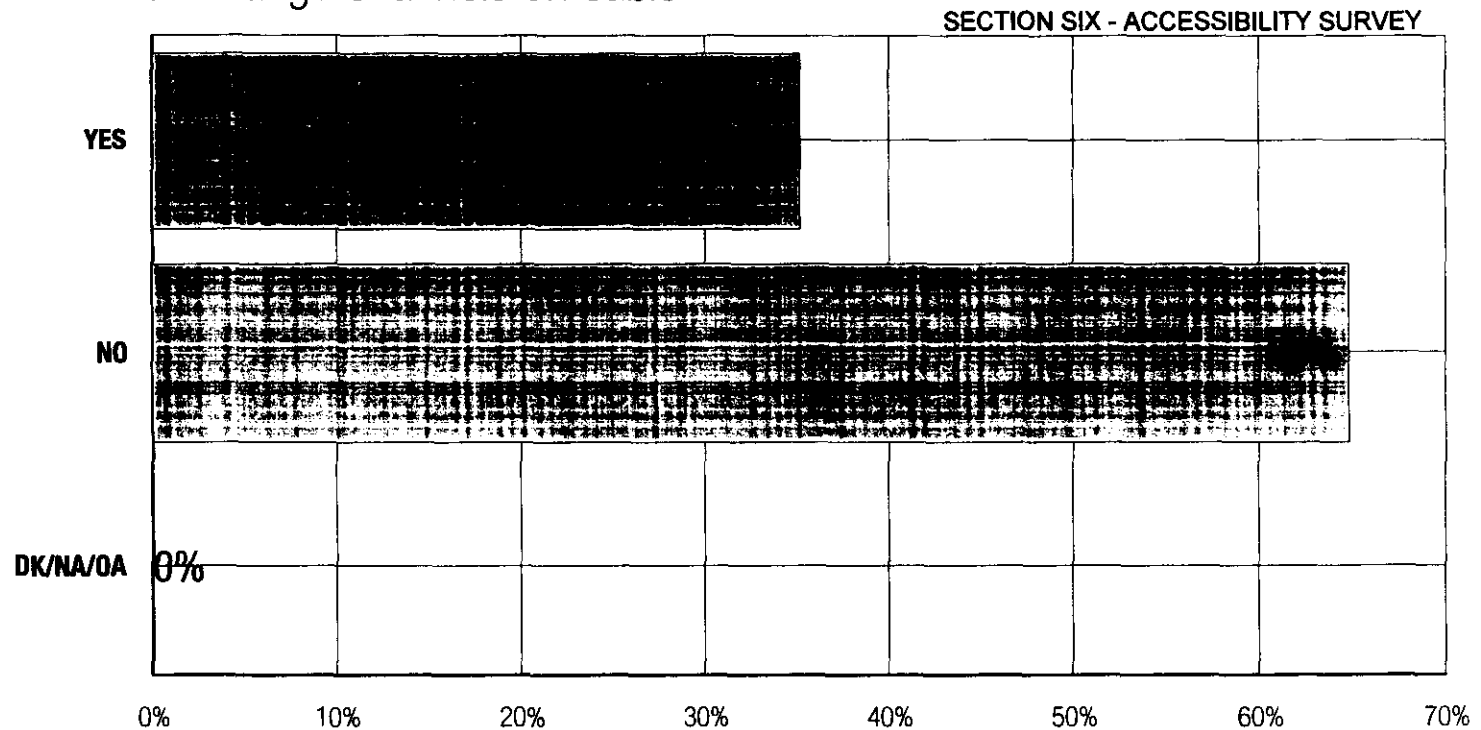


8h

■ 2).

2006 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?



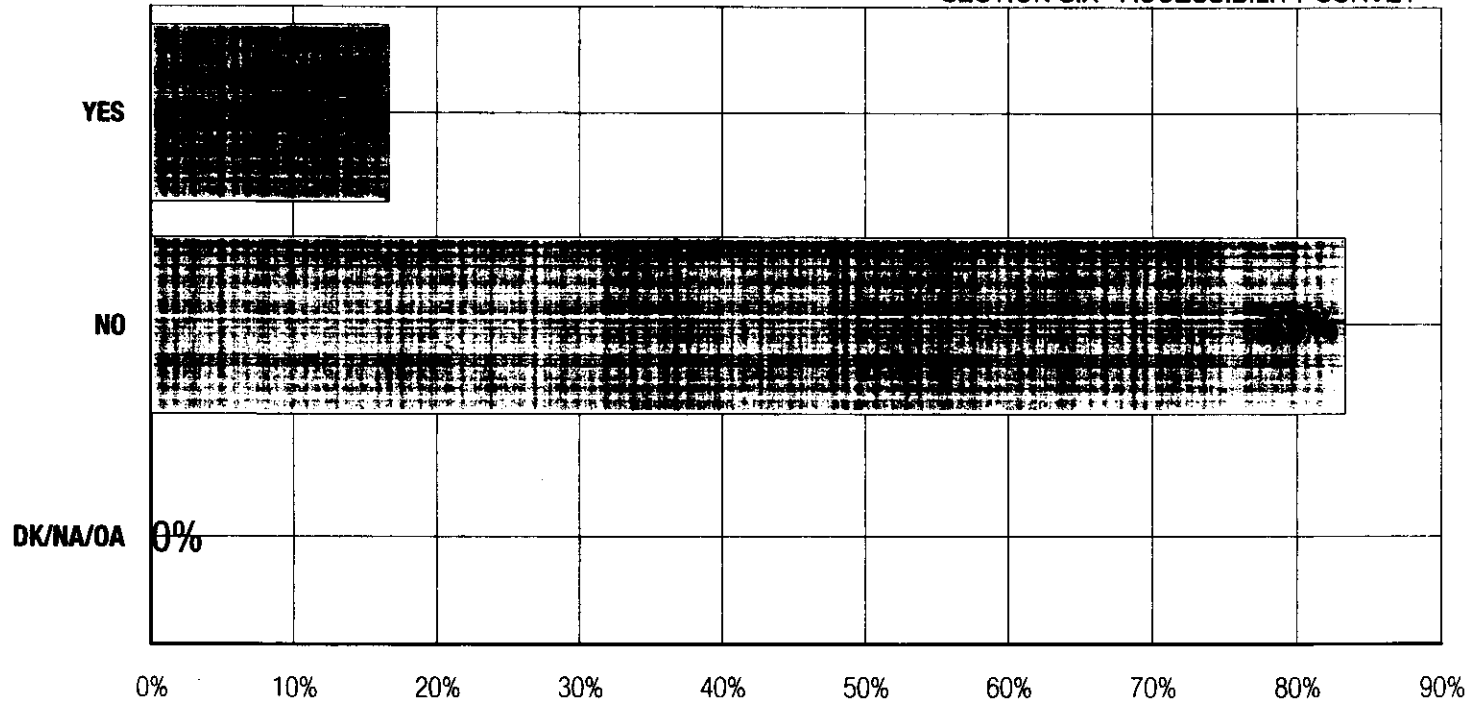
bh

■ 3a).

2006 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?

SECTION SIX - ACCESSIBILITY SURVEY



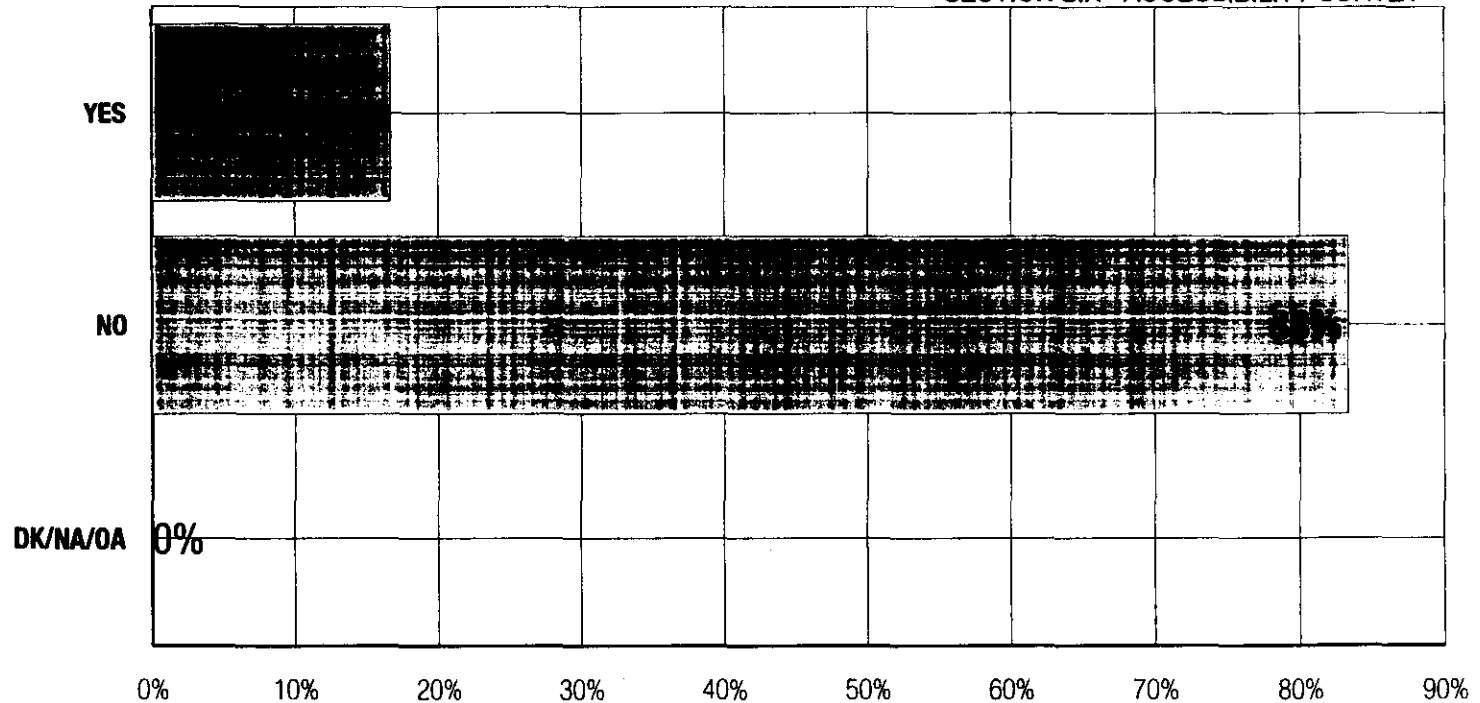
50

■ 3b).

2006 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?

SECTION SIX - ACCESSIBILITY SURVEY

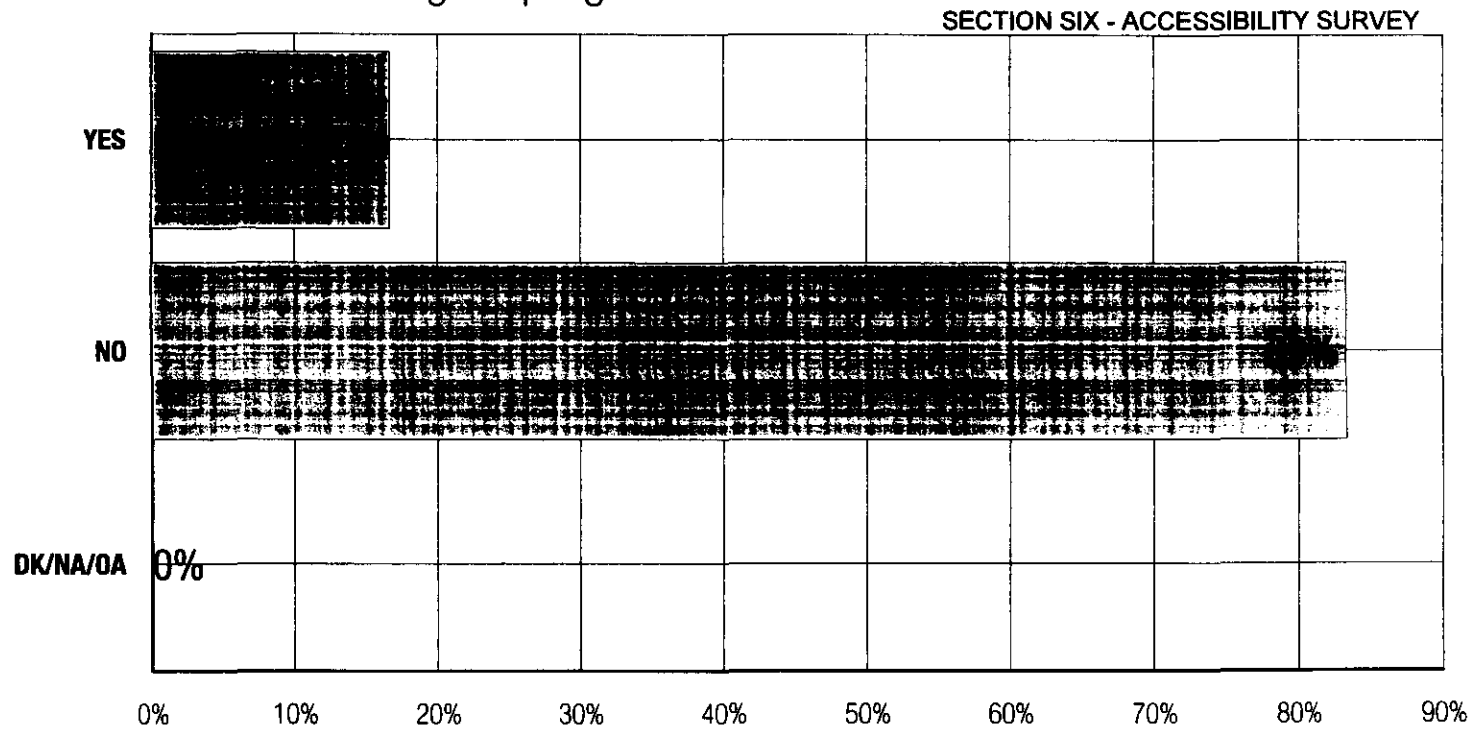


■ 3c).

15

2006 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?



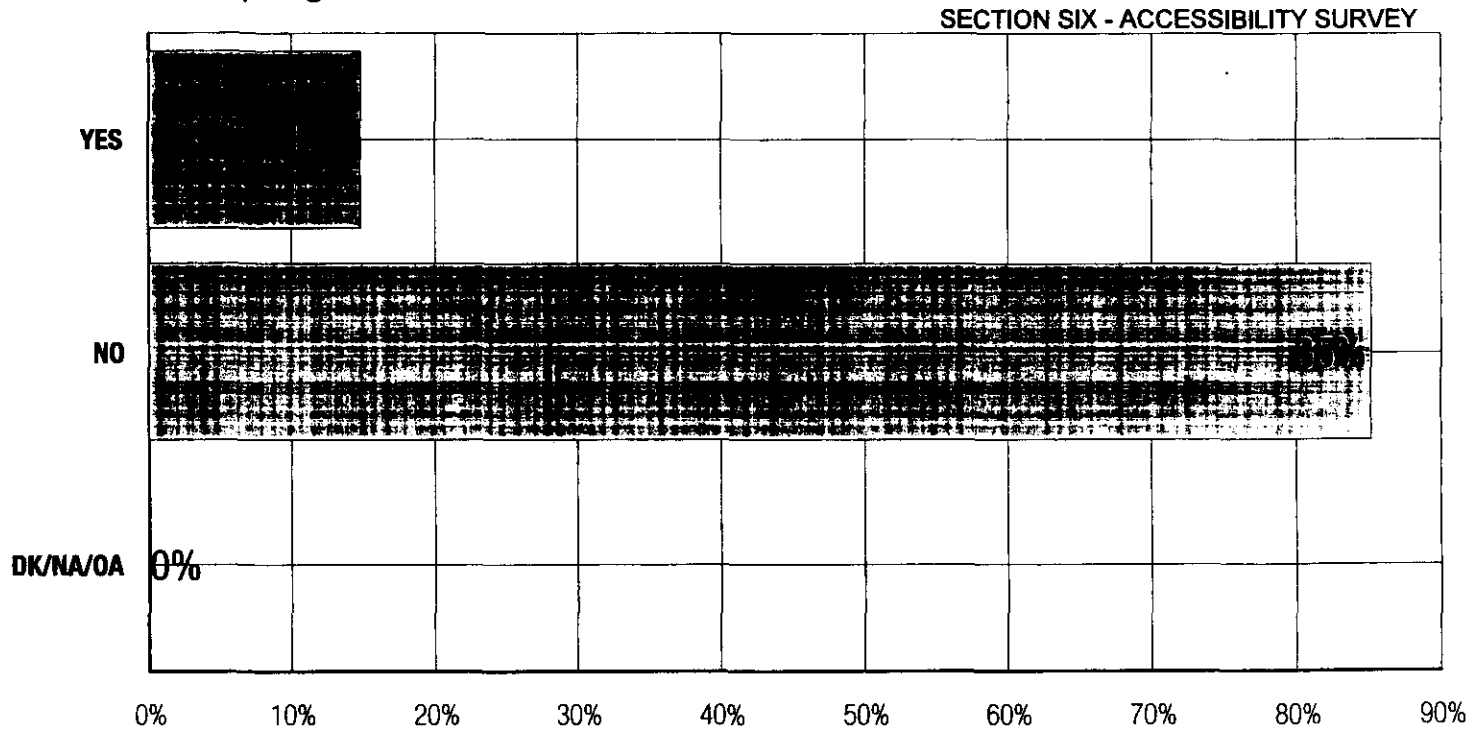
S2

■ 3d).

2006 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).

S3

2006 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.

No responses.

54



2006 Comcast Alexandria Survey

807 Total Surveys

SECTION ONE - BACKGROUND INFORMATION

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

39.8%	321	1 MORE CHANNELS
6.6%	53	2 MOVIES
31.8%	257	3 BETTER RECEPTION
7.6%	61	4 PREMIUM SERVICES
7.8%	63	5 SPORTS
10.5%	85	6 OTHER
	840	Total Responses

SECTION TWO - ACCESS CHANNELS

SECTION TWO - ACCESS CHANNELS

1). Were you previously aware of these channels?

58.7%	474	1 YES
41.3%	333	2 NO
0.0%	0	0 DK/NA/OA
	807	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

2). Channel 70 programming?

44.3%	210	1 YES
55.7%	264	2 NO
0.0%	0	0 DK/NA/OA
	474	Total Responses

SECTION TWO - ACCESS CHANNELS

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

60.0%	126	1	YES
40.0%	84	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses

SECTION TWO - ACCESS CHANNELS

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

39.5%	83	1	YES
60.5%	127	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses

SECTION TWO - ACCESS CHANNELS

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

57.1%	120	1	YES
42.9%	90	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses

SECTION TWO - ACCESS CHANNELS

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

51.0%	107	1	YES
49.0%	103	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses

SECTION TWO - ACCESS CHANNELS

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

45.2%	95	1	YES
54.8%	115	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses



SECTION TWO - ACCESS CHANNELS

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

28.6%	60	1	YES
71.4%	150	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses

SECTION TWO - ACCESS CHANNELS

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

51.4%	108	1	YES
48.6%	102	2	NO
0.0%	0	0	DK/NA/OA
	210		Total Responses

SECTION TWO - ACCESS CHANNELS

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

30.9%	249	1	YES
69.1%	558	2	NO
0.0%	0	0	DK/NA/OA
	807		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.

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

21.7%	175	1	YES
78.3%	632	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION TWO - ACCESS CHANNELS

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

22.9%	185	1	YES
77.1%	622	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION TWO - ACCESS CHANNELS

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

20.8%	168	1	YES
79.2%	639	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION TWO - ACCESS CHANNELS

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

13.9%	112	1	YES
86.1%	695	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION TWO - ACCESS CHANNELS

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

22.2%	179	1	YES
77.8%	628	2	NO
0.0%	0	0	DK/NA/OA
	807		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?

25.4%	205	1	YES
74.6%	602	2	NO
0.0%	0	0	DK/NA/OA
	807		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?

71.2%	146	1	YES
28.8%	59	2	NO
0.0%	0	0	DK/NA/OA
	205		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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?

25.5%	206	1	YES
74.5%	601	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3b). Civic/Informational Shows?

35.1%	283	1	YES
64.9%	524	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses



SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3c). Entertainment Shows?

49.1%	396	1 YES
50.9%	411	2 NO
0.0%	0	0 DK/NA/OA
807		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69 - INTEREST

3d). Current Local Events?

53.0%	428	1 YES
47.0%	379	2 NO
0.0%	0	0 DK/NA/OA
807		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

19.55%	158	1 TECHNICAL QUALITY OF PROGRAMS
38.86%	313	2 LACK OF INTEREST IN TOPICS
29.08%	235	3 LACK OF PROGRAM LISTING INFO
12.50%	101	4 OTHER
807		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

10.0%	81	1 YES
90.0%	726	2 NO
0.0%	0	0 DK/NA/OA
807		Total Responses



SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

17.2%	139	1	YES
82.8%	668	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION THREE - COMCAST COMMUNITY TELEVISION CHANNEL 69

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

21.1%	170	1	YES
78.9%	637	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

55.9%	451	1	YES
44.1%	356	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

86.0%	388	1	YES
14.0%	63	2	NO
0.0%	0	0	DK/NA/OA
	451		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

93.8%	423	1	YES
6.2%	28	2	NO
0.0%	0	0	DK/NA/OA
	451		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

1c). Was your question or problem resolved?

83.4%	376	1	YES
16.6%	75	2	NO
0.0%	0	0	DK/NA/OA
	451		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

56.5%	456	1	YES
43.5%	351	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

83.0%	670	1	YES
17.0%	137	2	NO
0.0%	0	0	DK/NA/OA
	807		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). of the system.
- 4.023 3299 a). INSTALLATION OF CABLE IN YOUR HOME
- 4.007 3286 b). PICTURE QUALITY
- 4.004 3283 c). SOUND QUALITY
- 3.802 3118 d). RESPONSE TO INQUIRIES OR PROBLEMS
- 4.228 3467 e). NUMBER OF CHANNELS PROVIDED
- 3.971 3256 f). OVERALL CUSTOMER SERVICE
- 4.006

SECTION FIVE - PROGRAMMING SURVEY

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).

30.1%	243	1	YES
69.9%	564	2	NO
0.0%	0	0	DK/NA/OA
	807		Total Responses

SECTION FIVE - PROGRAMMING SURVEY

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

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).

46.1%	112	1	YES
53.9%	131	2	NO
0.0%	0	0	DK/NA/OA
	243		Total Responses

SECTION SIX - ACCESSIBILITY SURVEY
SECTION SIX - ACCESSIBILITY SURVEY

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

6.7%	54	1 YES
93.3%	753	2 NO
0.0%	0	0 DK/NA/OA
	807	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

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

37.0%	20	1 YES
63.0%	34	2 NO
0.0%	0	0 DK/NA/OA
	54	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?

35.2%	19	1 YES
64.8%	35	2 NO
0.0%	0	0 DK/NA/OA
	54	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3b). Discuss a bill with Comcast?

16.7%	9	1 YES
83.3%	45	2 NO
0.0%	0	0 DK/NA/OA
	54	Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

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

16.7%	9	1	YES
83.3%	45	2	NO
0.0%	0	0	DK/NA/OA
	54		Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3d). Understand the dialog on programs?

16.7%	9	1	YES
83.3%	45	2	NO
0.0%	0	0	DK/NA/OA
	54		Total Responses

SECTION SIX - ACCESSIBILITY SURVEY

3e). Follow the program on cable?

14.8%	8	1	YES
85.2%	46	2	NO
0.0%	0	0	DK/NA/OA
	54		Total Responses

SECTION FOUR - SERVICE TO SUBSCRIBERS

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

****PARSED TO THE 456 ACTUAL VISITORS IN Sec 4 1D.

89.5%	408	1	YES
10.5%	48	2	NO
0.0%	0	0	DK/NA/OA
	456		Total Responses